

Project Report

**Canadian Agricultural Safety Program
Project #: PA-AB-170-12-23-97**

“A Safe Farm is a Great Place to Grow!”

Prepared by

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Forward

This document is the final report for the Canadian Agriculture Farm Safety Program (CASP) Project #PA-AB-170-12-23-97. This project was a social marketing campaign using visual and audio media. The purpose of the campaign was to raise awareness of farm safety among the target audiences and to attempt behavioural modification regarding farm safety practices targeting Alberta farmers.

This project was conceived as a partnership between Alberta Agriculture Food and Rural Development (AAFRD) and Alberta Women's Institutes (AWI). Within this arrangement, AAFRD provided project management, while AWI provided project administration.

Several sections comprise this report and include: project evaluation, in-kind contributions and financial data. The project evaluation contained in this document was commissioned by AAFRD and carried out by EARTHWRITE Communications. This document accurately reflects the role of the media outlets for this social marketing campaign. As well, the evaluation also reports on additional activities that were undertaken, by the media outlets, within the context of the project. Appendices to the EARTHWRITE report include the CASP Project Proposal (page 39), therefore the proposal is not included in this final report. In consultation with AAFRD, this evaluation constitutes the final project report for this project (Appendix "A").

The project evaluation (page 6) indicates that the in-kind support was \$116,591 based on estimates made when the project was launched. This in-kind contribution was an estimated amount. The final in-kind contribution from the project participants is \$108,826 (Appendix "B"). The in-kind contribution from CJXX is reflected on their invoices and therefore is not included in the in-kind section of this report.

The project evaluation (page 6) indicates that total funds received from CASP was \$80,617. However, only \$78,617 was applied for and received. This is documented in the Statement of CASP Funds Received and Disbursed (Appendix "C").

Finally, we believe that this project was indeed successful because it provided a positive farm safety message to rural Albertans. Moreover, this project is a valuable learning tool for future social marketing endeavours so that future campaigns more clearly target the intended audience thus bringing the farm safety message closer to the reality of the rural experience.

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March, 1999

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The purpose of this evaluation is to assess whether and to what degree the goal was met and to make recommendations for future farm safety campaigns.

In order to conduct the evaluation, EARTHWRITE completed the following work:

- discourse, content and statistical analysis on 120 content stories
- discourse analysis on all television and radio messages aired by the four media outlets
- statistical analysis of 343 radio logs and 736 television logs
- interviews with farmer participants, media personnel, AAFRD staff, school principals and vice-principals
- survey of response to media messages in surrogate audience of 57 marketing students

The following key conclusions were drawn:

Project Design and Objectives

- The project design does not include a method for evaluating attitude or behaviour change in the target audience beyond tabulating telephone calls to the stations and numbers of entries to contests.
- Media outlets were not instructed to keep telephone logs or content stories, so the data evaluated for the project are incomplete even though evaluation was part of the project proposal.
- Project design was aimed at reception only (i.e. "Did you receive our message?") and not attitude/behaviour change (i.e. "What do you know/do now that you did not know/do before hearing/seeing our message?").
- There does not appear to be any method of tracking the results from a single campaign with those of prior or future campaigns in order to achieve a longitudinal measure of their effects on farm injury/fatalities.

Executive Summary

In 1998 Alberta Agriculture Food and Rural Development (AAFRD) obtained funding for a farm safety campaign from Canadian Agriculture Safety Program (CASP). AAFRD provided the project management and Alberta Women's Institutes (AWI) provided the financial accounting. Four media outlets: CFRN television, CISA/RDTV television, CFCW radio, and CJXX radio and Alberta Agriculture Societies partnered with AAFRD and a number of corporate sponsors to provide extra funding and media exposure.

The goal of the project was to "work together to further decrease the number of farm injuries and fatalities."

The purpose of this evaluation is to assess whether and to what degree the goal was met and to make recommendations for future farm safety campaigns.

In order to conduct the evaluation, *EARTHWRITE* completed the following work:

- discourse, content and statistical analysis on 420 contest entries
- discourse analysis on all television and radio messages aired by the four media outlets
- statistical analysis of 343 radio logs and 756 television logs
- interviews with farmer participants, media personnel, AAFRD staff, school principals and vice-principals
- survey of response to media messages in surrogate audience of 57 marketing students

The following key conclusions were drawn:

Project Design and Objectives

- The project design does not include a method for evaluating attitude or behaviour change in the target audience beyond tabulating telephone calls to the station and numbers of entries to contests.
- Media outlets were not instructed to keep telephone logs or contest entries, so the data evaluated for the project are incomplete even though evaluation was part of the project proposal.
- Project design was aimed at reception only (i.e. "Did you see/hear our message?") and not attitude/behavioural change (i.e. "What do you know/do now that you did not know/do before hearing/seeing our message?").
- There does not appear to be any method of tracking the results from a single campaign with those of prior or future campaigns in order to achieve a longitudinal measure of their effects on farm injuries/fatalities.

Media Message Content and Target Audience

- With one exception (five cartoon-like graphics broadcast on CFRN) the radio and television messages make no clear link between the farm safety message and the desired farm safety action.
- Although the project proposal included a farm lifestyle component, it overshadows the farm safety message in the media vignettes.
- The target audience for media messages is unclear: Is it an urban audience that needs to understand and support the notion of the family farm?; Is it a rural audience that is trying to promote its professionalism and way of life?
- There appears to be a disjunction between the placement of the ad according to time of day, day of the week or season of the year and the rhythm of farming cycle. For example, many television messages ran from midnight to 5 a.m. during the busy farming season.

Children as Change Agents/Targets

- The project design places minimal emphasis on children as change agents in discussing farm safety with their parents. There is therefore no way of measuring their effect as change agents.
- This campaign yielded significant data on children as change targets. Children will either parrot the safety message back with their own lists of tips (i.e. this is a measure of awareness) or volunteer personal stories about farm safety (i.e. this is a measure of attitude/behavioural change). However, these responses are elicited in a random fashion depending on the instructions from the individual media outlet and on the intervention of the teachers.

Contest Management

- The contests are powerful tools in measuring response to the message, but are not tied clearly enough to the message or objectives of the campaign.
- The management of the contests was left almost entirely up to the individual media outlets, with the result that different messages were sent to the audience about farm safety as well as differing instructions about the kinds of response required. For example, in the Albert's Restaurant contest, the responses were supposed to be from children, but seemed to be mostly from adults.

- School-based contests need extra attention because they are labour-intensive for both the media outlet and the school staff. This requires better partnership and planning in order to achieve maximum effect.
- In addition, school-based contests that are directly tied to curriculum (e.g. Health classes) are more likely to be addressed than contests that have no clear curriculum focus.

Partnering

- Media and corporate sponsors need more planning time to be able to participate fully in future campaigns. More sponsorship dollars could be found more easily if AAFRD made better use of its existing networks and long-time partners.
- The rhythms of the media and school years, the farming year and the governmental funding year are often at odds in the campaign. As a result partners cannot or will not participate fully.

RECOMMENDATIONS

To enable strategic planning for future projects, we have placed our recommendations into two categories: short-term and long-term recommendations. Our rationale for this is that the short-term recommendations can be implemented quickly and easily without significant alterations to existing programs. The long-term recommendations require significant partnership building and defining the role of farm safety within the larger context of rural development initiatives.

Short-term Recommendations

Project Design

- ensure that project evaluation design and techniques become part of the initial planning.
- identify and work with an evaluation team to develop a model for planning, implementation and evaluation at the inception of the project.
- develop evaluation templates and check lists that can be used for social marketing campaigns specifically targeting farm safety.
- develop tools (study guide, book, interactive CD-ROM) using the children's own words and stories.

Project Management

- ensure that audio and visual media are used to optimize listener and viewer patterns.
RADIO - year round.
TELEVISION - between October through March/April.
- ensure that media outlets place advertisements at appropriate times of the day.
- ensure that media outlets work with a Farm Safety Specialist to make visual images portray appropriate farm safety practices.
- ensure that media outlets keep and provide a record of in-kind contributions.
- ensure that media outlets keep all records of contest entrants and contest documentation.
- create an impartial board from the agricultural industry, project partners, the rural community and the school community to judge contest entries.
- understand and be aware of the motivating factors of video participants, schools and other partners.
- create and maintain goodwill among partners by being aware of the particular parameters that within which they work.
- determine the needs of the participants (for example, a computer for a school may not be an appropriate "buy-in" to elicit school participation).
- reward and recognize partner participants for their work and commitment

Partner Consideration and Team Building**Media**

- provide lead-time so that media outlets can optimize their own resources and networks.
- provide response to media outlets on successes and areas for improvement.

Schools

- target schools for contest participation during the months of January and February for optimum contributions from classes.
- develop an "incentive for the whole school" so that school administrators will buy-in to the project.
- create model for inclusion in curricula with attention to time and content.
- track children through the school system to ensure awareness is maintained at all grade levels.

Long-term Considerations**Project Management**

- clarify the mission, purpose and values of the farm safety program with industry and community partners

- develop WEB site links to farm safety partners, information and programs that exist across Canada and the United States.

Network Maintenance and Building

- develop and maximise existing external and internal networks.
 - External Networks** include: media outlets, nonprofits, educational institutions, health regions, agricultural societies, commodity groups, community innovators and community role models.
 - Internal Networks** include: existing departmental programs, other government departmental expertise (communications and specialists).
- communicate farm safety values and mission to the networks of member constituents.

Creation of a Farm Safety Image

- reconsider the role and purpose of using the image of the "ideal" farm family.
- reconsider the role of children in the farm safety message.
- create a farm safety image (audio and visual) that is easily identified by both a rural and urban audience.
- develop models of farm safety behaviour.
 - from models of safety behaviour, create advertising to produce a desired behaviour.
- bring the farm safety message closer to the reality of farming practices
- decide what farm safety is: a way of life or a behaviour that needs modification
- show the benefits of a socially acceptable behaviour

1. Introduction

Alberta Agriculture Food and Rural Development (AAFRD), Rural Development Division obtained the services of EARTHWRITE Communications to perform an evaluation on the farm safety media campaign, "A Safe Farm is a Great Place to Grow!" AAFRD obtained funding for this project through the Canadian Agriculture Safety Program (CASP). Media outlets obtained additional funding through in-kind donations and additional sponsor funding, while other agricultural organizations provided some cash contributions. The total project value was \$213,958 allocated as follows:

CASP Funding	\$ 80,617
In-Kind (generated by media outlets)	\$116,591
Other Cash Contributions	\$ 16,750

The Alberta Agriculture Food and Rural Development, Farm Safety Manager provided project management, while Alberta Women's Institutes (AWI) provided financial accounting for the project.

2. Background Information

2.1 What were the Campaign Objectives?

The ideal purpose of this social marketing campaign was to reduce the number of farm accidents in Alberta, particularly in the livestock industry. The immediate purpose of the campaign was to positively affect both the attitude and behaviour of Alberta farmers toward farm safety.

These objectives were to be met by broadcasting television and radio farm safety messages or vignettes across the province. The messages were to be tied to contests. Viewers and listeners were to respond to contests by submitting their own tips for farm safety. In return for prizes, the contest winners were to have their tips aired on local media outlets.

2.2 What was the Intended Content and Delivery Method of the Messages and Vignettes?

According to the project proposal (Appendix "A"), the messages and vignettes were to be constructed and aired in the following manner:

- farmers/ farm families/ workers were to be shown describing how they farm safely
- messages were to be uplifting, emotionally powerful, and promote farming as a way of life
- messages were to use a minimal fear factor
- messages were to air during programs targeted at the farm audience
- messages were to be broadcast during peak viewing or listening hours

- messages were mostly to be aired before and during peak work seasons, with some reinforcement at other seasons
- all messages were to be congruent with the slogan "A Safe Farm is a Great Place to Grow!"

2.3 What was the Rationale for the Media Campaign?

This campaign is meant to be part of a long-term campaign that personalizes the safety message. Recent studies cited in the project proposal indicated that repeated social marketing campaigns conducted through the mass media are the most effective way to reach a target audience and increase awareness and message recall.

The rationale in this campaign was that farmers would see the messages as realistic and believable, especially farmers were to share their own good ideas for farm safety with other farmers. Establishing this positive attitude would generate safer farming practices, once the target audience identified with the "safe" farmers.

A secondary rationale viewed children as possible change agents. Their participation in contests would provide additional opportunities to reach the parents.

2.4 How were the Partners to Contribute?

2.4.1 CISA/RDTV

Media coverage area for these two stations is indicated on the maps enclosed (Appendix "B" - CISA; Appendix "C" - RDTV). CISA/RDTV has a predominantly rural audience and a history of conducting well-managed social marketing campaigns for rural audiences.

The stations were to air eight 30 second vignettes for the general public; the stations were then to contact schools throughout the viewing area and invite children to produce their own farm safety messages that would air during Farm Safety Week. Thirty-six schools responded.

2.4.2 CFRN

Media coverage area for this station is indicated on the map included (Appendix "D"). CFRN has a 60/40 urban/rural split in its audience. The rationale for choosing an urban station was that many people in cities visit farms on the weekends and holidays; these visitors could benefit from the farm safety message. People living on acreages surrounding the capital city would also benefit.

The station was to air a preselected set of farm safety tips and advertise a "Kid's Contest." Tag-ons would be added to current programs and asking that children to send in their own farm

safety thoughts. The grand prize would be for one child to be "Newsman for a Day" with television personality, John Berry.

2.4.3 CFCW

Media coverage area for this station is indicated on the map included (Appendix "E"). The audience for CFCW is split 60/40 rural/urban. They estimate their audience at 50 % female, and 50 % male. The average age of their audience is between 35 and 64 years. CFCW has the largest rural audience market share of any radio station in the province.

The station was to air 30 second commercial announcements and then invite children in grades one to three to write a 25-50 word essay on farm safety. During April, May and June, one class would be chosen as the "Farm Safety Class." They would produce and air a 60-second vignette each month incorporating the winning essay and a farm safety thought. Winning classes would be rewarded with Farm Safety T-shirts and lunch bags. They would launch the same program for grades four through five, with the prize of a computer and a plaque for the school.

2.4.4 CJXX

Media coverage area for this station is indicated on the map included in the Appendix "F." CJXX broadcasts to a predominantly rural audience in the province's northwest. The station was to air 30 second commercial announcements. A contest was associated with the farm safety tips and prizes donated by AAFRD were given away.

2.5 Why was the Evaluation Commissioned?

An evaluation is a required part of the CASP funding proposal. There is also a genuine desire on the part of the project partners to learn whether the goals of the project have been met.

2.6 What were the Evaluation Limitations?

This evaluation has several limitations. First, the evaluators were called in midway through the project. Thus, a significant amount of media log data and contest results were lost to the evaluators. In several instances this has affected comparative analysis. In other cases it has affected the kind of analysis that was possible. Second the campaign design did not match intent with outcome: even if data had not been lost, there were no measures included for measuring attitude or behaviour change in adults.

ROYAL SOCIETY OF MEDICINE. The first part of the volume is devoted to a general survey of the progress of medicine in the last century.

THE JOURNAL OF THE

ROYAL SOCIETY OF MEDICINE. The second part of the volume is devoted to a general survey of the progress of medicine in the last century.

The third part of the volume is devoted to a general survey of the progress of medicine in the last century.

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ROYAL SOCIETY OF MEDICINE. The fourth part of the volume is devoted to a general survey of the progress of medicine in the last century.

THE JOURNAL OF THE

ROYAL SOCIETY OF MEDICINE. The fifth part of the volume is devoted to a general survey of the progress of medicine in the last century.

THE JOURNAL OF THE

ROYAL SOCIETY OF MEDICINE. The sixth part of the volume is devoted to a general survey of the progress of medicine in the last century.

2.7 How was the Evaluation Performed?

2.7.1 Theory Used to Guide the Project

Several theories inform and guide this evaluation: diffusion theory, social marketing, and agrarian ideology. We will not provide an indepth discussion of these theories. However, we will give a brief outline of each as follows.

Diffusion is the way innovations are communicated to individuals through communication networks. These networks are numerous and include social, electronic or personal. But the commonality is that these networks spread a message concerned with new ideas or existing behaviour. Communication allows communities of people to share information, perhaps coming to a mutual understanding, thus persuading individuals or groups of people to adopt new inventions and ideas (Rogers 1995).

Social marketing is a campaign to change the attitudes and behaviour of a particular population. Marketers usually offer people some a particular product or service. During the last half of the twentieth century, marketing has also embraced not only selling a product, but also selling an idea for non-commercial gain. Marketing for non-commercial gain is motivated by a social goal; often health or safety issues. The campaign is organized by a specific group (the change agent) who wants to persuade others (the change target), to accept or abandon attitudes, practices and behaviours. Most common social marketing campaigns are aggressive campaigns launched against, drinking and driving, smoking, or advocating the use of seat belts, or commitment to environmental issues (Kotler, 1989 and Weinreich, 1998, OECD, 1993).

Agrarian ideology stresses the importance of the small independent land holder. This ideology portrays farming and, by extension agriculture, as a "calling." The "people" are honest and self-reliant and live in a patriarchal society. In this ideal world, farming is the same no matter where one lives. Differences in geography (climate, culture, land, population concentration) are obscured from the realities of place. Distance disparity is concealed; regional differences are disguised. The agrarian ideal celebrates a close-knit family and community spirit among its members who have homogeneous ideas and attitudes with no discord or acrimony. Socially, politically, economically and geographically, the family farm becomes a cherished image (Kelsey, 1994, Naples, 1994).

2.7.2 Methodology Used for the Evaluation

We initially decided to use two methodological techniques for this project analysis: content and context analysis. The complexity and the extent of the irretrievable data of the project required that we expand our methodology to include other techniques. Thus, triangulation or multi-method measures became the preferred approach.

According to Flick (1991), triangulation serves to clarify meaning by identifying different ways a phenomenon can be viewed. Huberman and Miles (1994) conclude that researchers can collect and double check their findings by using multiple sources and modes of evidence. Triangulation is where both quantitative and qualitative methods merge. Using triangulation helps researchers ward off bias, check the viability of patterns and check conclusions.

This method is particularly pertinent to this project, because we, as evaluators, came in midway through the project and after much of the information was lost or incomplete. Therefore, we used 1) content and discourse analysis to evaluate the contest entries; 2) discourse and content analysis to evaluate the visual and audio media tapes; 3) personal interviews with school principals, contest winners, farmers taking part in vignettes, personnel from AAFRD, Farm Safety Program, and the Rural Development Division, personnel from the media outlets of CFRN, CFCW, CISA/RDTV, CJXX; 4) questionnaires administered to public relations students at Grant MacEwan Community College (GMCC) and marketing students at Northern Alberta Institute of Technology (NAIT); 5) quantitative analysis of media logs that were available from AWI until the end of December, 1998 (the data is incomplete because not all invoices had been forwarded from the project manager to AWI for payment and contest entries).

3. Analysis of Television Media Campaigns

3.1 Analysis of Media Logs - CFRN, CISA/RDTV

For comparative purposes the media logs for CFRN, CISA and RDTV are shown. The total number of advertisements aired for all stations was 756 (Figure 1). From the media logs, we were able to determine the percentage of advertisements aired by month, by day, by hour of the day and cost.

All three media stations aired approximately the same number of advertisements (Figure 1). However, significant differences occurred in month, time aired and cost. CFRN aired all of the advertisements during the months of May, June and September as requested by Alberta Agriculture Food and Rural Development, Farm Safety Manager. CISA and RDTV aired the advertisements over a longer period: April thru October. (Figure 2)

All stations aired the advertisements evenly throughout the week; however, CISA and RDTV placed a significant number of advertisements on the weekend (Saturday and Sunday). CISA had more advertisements aired during weekend slots and these advertisements were predominately "in-kind" contributions. (Figure 3). The three stations attempted to target peak viewing hours (Figure 4): early morning (5:00-9:00 hrs.); early evening (17:00-19:59 hrs.); late evening, (22:00-23:59 hrs.).

CFRN was the only station placing a substantive number of advertisements during the early morning hours (0:00 to 4:59 hrs.). From the media logs, we could determine programming

placement for RDTV only. RDTV placed many advertisements during programs specifically suited to a rural audience. These shows included Country Canada, Take 8, Market and Venture and the CBC news.

CFRN had the largest percentage of advertisements in the \$101.00 to \$250.00 price range. From the CISA logs, we were able to determine that approximately 15% of the advertisements were in-kind contributions. We analysed the costs of CFRN and CISA by the cost and time placement of the advertisements. CFRN placed 9% of its advertisements in between 00:00 hours and 04:59 hours of which 5% cost between \$0.00 and \$50.00, and 3 % were in the \$101.00 and \$250.00 range. Twenty-five percent of the advertisements were aired in the 18:00 to 18:59 and in the costs range of \$101.00 and \$250.00 (Figure 6).

CISA placed 8% of the advertisements in between 05:00 hours and 06:59 hours within the cost range of \$0.00 and \$50.00. Twenty-one % of the advertisements were placed in the 17:00 to 17:59 time slot, with 9% of these advertisements costing between \$0.00 and \$50.00 per advertisements and 12 % of the advertisements were "In-Kind." Another 21% of the advertisements were placed in the 22:00 hour to 23:59 hour time slot at a cost of between \$51.00 and \$100.00 (Figure 7).

All of RDTV advertisements were costed at \$50.00 per time slot. Sixty-seven percent of the advertisements were placed between 14:00 and 19:59 hours. This reflects a significant number of advertisements being aired on the weekend during rural focused programming.

3.2 CFRN Overview

This station aired farm safety tips provided by AAFRD and solicited entries containing farm tips from patrons at 40 Albert's Restaurants across the province. The winners were taken to an Oilers game and their tips were aired on television.

Although we address this issue with respect to CFRN, all of the media logs demonstrate that AAFRD needs to take heed of the cycles of farming activity when it organizes a media campaign aimed at the farming community. Weather patterns throughout the province dictate planting, haying, and harvesting activities with variations for different regions. Planting, haying, harvesting and calving are well-defined seasons that characterize the farming cycle. Planting generally occurs between later March and late May; haying between June, July, and sometimes August; harvest between late August, September and sometimes October. These activities require that farmers be in the fields during favourable conditions, often from midmorning to late evening. From October to March, farmers take a breather from the hectic pace demanded by these three activities.

The television campaigns have targeted the farming audience during the months when it is less likely for farmers to be watching television: March through September. Farmers may be

able to watch the supertime or late evening news during this period, but it would depend a great deal on the weather and local conditions.

The radio campaign targets the same months. Because radios are more portable than televisions (they can be found in most tractors and combines), farmers are more likely to listen to farm safety messages over a wider range of the broadcast day during these seasons.

3.2.1 Analysis of Video Messages

CFRN ran a series of farm safety tips provided by AAFRD. They consisted of five static cartoon-like graphics, each illustrating a single safety tip with a narrative voice over. The graphics depict five machinery-related safety tips announced in count-down fashion by an enthusiastic narrator. From mounting a slow vehicle sign to installing a roll-over protective structure, the tips concentrate on one effect: being crushed or pinned by equipment. At the end of each of the five tips, the narrator urges the viewer to follow the tips and live a long life.

Although the tips are generic to all kinds of farming, they have the advantage of graphic non-description: that is, the viewer's imagination could apply the situation to his or her farm. In addition, the images are very clearly action oriented and tied to a practical outcome: "If you do these things, you will live longer."

If the five graphic tips have a limitation, it is that they address only one area of farm safety: equipment.

In addition to airing the five tips provided to the station by AAFRD, CFRN produced a promotional message for the contest. The chief image for the CFRN promotion was a striking image of an operating combine that spewed out the message. There was therefore no theme offered by the CFRN campaign other than farm safety. The image was a machine generally associated with prairie grain farming. The sponsor located for the production of the winning tips was Chevy Farm, whose ads feature a branding iron burning the name of the company. This sponsorship added the suggestion of ranching activities to the combine graphic.

The three contest tips that were produced were machine-related. They were shot on a single farm using the same actor (a male who appears to be of the demographic target group -- 18-34 years) for all scenes.

3.2.2. Analysis of Contest Entries

CFRN received more than 2000 entries (each containing a contest tip from the Albert's Restaurant/ Kid's Contest). CFRN staff indicated that about 10% of the entries were from children while 90% were from adults. Frequently, a child's name would be appended, but the entry was phrased and written by the adult. Each entry contained a single tip; the tips generally repeated or mimicked the televised or printed tips, especially when they were from the urban

restaurants. The contest ran at the same time as the tips were aired; consequently, the tips tended to mirror the published tips. The prize winners two from Edmonton, one from Ponoka, were awarded an evening in the station's Skybox at an Oilers game.

A member of the CFRN staff, who had lived in the country, judged the entries. The evaluators were told that the winning entries were judged on creativity and on how well the tips might be adapted for television.

The station kept none of the contest entries. Therefore, no analysis could be conducted by *EARTHWRITE*.

3.3 CISA/RDTV Overview

CISA aired eight - 30 second vignettes it had produced in concert with AAFRD, along with several promotional spots for the contest. CISA sent letters and contest information to all superintendents (Appendix "G"), principals (Appendix "H"), and grade five teachers (Appendix "I") in their broadcast area requesting a 2-3 minute video or short story book, "written and illustrated, depicting how a farm accident may be prevented." The prize for the winning school was a computer and class pizza party and an opportunity to have the entry aired on television. The nineteen semi-finalists and five People's Choice winners were also to receive pizza parties (Appendix "J").

The CISA campaign allowed us the opportunity to analyze both the promotional material and the contest entries. Since CISA owns the RDTV station, they ran the same televised material, and since all of the contest entries *EARTHWRITE* received were from the CISA broadcast area, we will refer throughout this analysis to the campaign as the CISA campaign.

The contest entries analyzed here are from the 1997-98 contest. CISA had submitted a proposal to Alberta Agriculture based on a much larger proposed budget. When the actual budget monies were received in April of 1998, they were too low for the station to participate with a fresh contest and fresh video production. Nevertheless, the station worked hard to obtain an outside sponsor in order to fulfill their part of the 1998 campaign. The sponsor backed out at the last minute in November of 1998, leaving CISA unable to fulfill its 1998 portion of the campaign. In an effort to do what it could to support the 1998 campaign, the station, therefore relied on the previous year's work to air in the 1998 season.¹

The only new element added to the 1998 campaign was three to four farmer vignettes.

Even though, the previous campaign generated the data analyzed below, the parameters for the 1998 campaign had not changed substantially from the previous year and the data are

¹ A personal interview with Renee Peterson of CISA.

congruent with data submitted by other media outlets for 1998. For this reason we have included the CISA contest data in the evaluation for reference purposes.

3.3.1 Discourse Analysis of Thirty Second Vignettes

3.3.1.1 Theme and Target Audience

The CISA television campaign has two components: eight 30 second vignettes from local farmers and ranchers about how they view safety; and a series of contest promotional spots targeted at grade five students. The discussion in this section deals with the 30 second vignettes.

The "farm safety world" depicted in the 30 video messages is ideal and exceptionally coherent: these 30 second spots are targeted for an adult, predominantly male audience, aged between 30 and 50 years, married, with several preschool or preteen children. In these spots, the farmer is depicted as primary change agent for farm safety.

The farm family is depicted as harmonious, caring, multi-generational, capable and responsible. The assumption is that men do the farming; women take an interest in the farm, but perform a traditional supportive role; children do not take an active part in the farm operation, but male children are expected to take over as their fathers retire.

The "story" of the videos is also ideal and therefore culturally recognizable at a subconscious level for the audience: the farmer/father is demonstrating his values (and the values of farm life in general) by telling a story about problem-solving. In this case, the story is about how the lone tiller-of-the-soil has overcome danger by inventing a better or safer way to farm. The better way generally relates to the "things" on the farm. These visual images are diffusing new ideas about making equipment work better, but not necessarily working safer. For example, videos show a better power take-off (PTO) cover, a better bin opener; or a modified spraying unit.

Farmer's use their ingenuity to make the farm a safe place for their children. This is emphasized by the repeated image of the next generation playing happily at the end of each vignette, concluding with the slogan "A Safe Farm is a Great Place to Grow!"

All of the farms in this ideal world are affluent. The farming operation uses large expensive agricultural equipment (combines, tractors, sprayers, cattle handling equipment, horse trailers) and expensive vehicles; the yards and homes are well maintained and neat. The farm families are good-looking, well-managed, and everyone is dressed in the latest fashion; the fathers (and the one mother who speaks) are articulate. These images are successful images. All of the farmers seem to work full-time on the farm; all of them seem self-employed. No farm workers are depicted.

The audio track mirrors the video image: the audio message emphasizes thoughtfulness, control and solutions. "If you do this.... then you will be safe." This farm safety world is black and

white. No grey areas of indecision, faulty judgment, stress, hindsight or fear exist. None of these people ever seems to have suffered a farm injury. The implication is that none of them will ever be injured or maimed. The message behind this image is that these farmers are safe from harm because they have the money, the knowledge, the forethought and the time to make safety modifications to equipment and to work safely in every aspect of their farming environment.

Even though these vignettes were produced by a southern Alberta station, they do not take into account the variations in agriculture across the region: feedlots, irrigation or horticulture. Farming is portrayed as a homogeneous activity whether or not the operation is located in Coutts or Red Deer, Alberta. Yet, farming varies across the province, primarily because of geography, infrastructure development and restructuring of the agricultural industry (inland grain terminals for example). In short, these videos are primarily targeted at the traditional farms involved with cattle and grain.

3.3.1.2 How does the Ideal Farm Image Affect the Purpose of the Media Campaign?

Relying on the ideal image for a visual campaign is one method of communicating to the intended audience. An ideal is a very powerful force in all societies: it is the storehouse of values; it drives hopes and aspirations and produces models for living. If the purpose of the campaign is to reinforce an image of what the farm family is; of what the farm family's contribution to society is, then this ideal story-type is an appropriate choice.

However, using an ideal image in media campaigns has limitations. Most importantly, the image is static and therefore a poor vehicle to use if the purpose is to address issues of change, or every day lived experience and the effects of farm accidents.

The evaluators find that disjunction between the purpose of the campaign and the image portrayed in the visual vignettes exist. The objectives of the campaign are to reduce farm-related accidents and injuries by changing attitudes and modifying behaviour. Yet, even though the farmer-characters of the vignettes are discussing how they make their farms safer, the overwhelming message of the videos is one of an idyllic farm family life. The ideal overshadows the farm safety message.

Absent from this ideal representation is any realistic depiction of the results of farm accidents. This is significant since research on attitude change has consistently shown that moderate fear appeals are very effective (Witte, 1992). These videos have a "no fear" appeal. Danger on the farm has already been eliminated before the cameras start to roll. Danger has been made abstract; what is concrete is the result of the farmer's work: the modified equipment and the happy family. AAFRD will need to assess whether this strategy matches the stated intent of the campaign.

3.3.2 Analysis of CISA/RDTV Video Contest Entries

CISA/RDTV received entries from thirty-six schools all of which were in the CISA broadcast area. The station targeted grade five and six children because elementary school children are introduced to a unit on the farm in grade four. CISA believed that this campaign would follow up on that introduction.

The entries came from grade five and six students and took the form of video tapes, or prose stories with illustrations. The station received entries in many different formats but, for storage reasons, did not save them all. The station forwarded, to the evaluators, copies of all the print promotion and of the televised promotion. In addition, they sent copies of the winning videos plus a selection of the non-winning videos. Finally, the station forwarded the paper entries from two schools.

3.2.2.1 What were the Students asked to do?

The appeal contained in these promotional spots lays equal emphasis on the value of farm safety as and on the prizes offered.

The televised promotions urge students to produce a video; the promotions offer some of the 30 second vignettes as examples of videos to emulate or improve. Both the video models and verbal instructions encourage the children to be creative, include their own ideas, take their own approach to the topic, and produce something dynamic and visual. As a result, relatively few of their videos contain "canned" lists of safety tips or stilted dialogue where children are obviously reading from cue cards or notes prepared by the teacher or AAFRD. The videos therefore provide a good reading of what children "know" about farm safety and their attitudes toward it.

The station engaged the services of a teacher to develop the written material sent out to the schools; these materials approach the contest somewhat differently. The appeal to the Superintendents and Principals is clearly to win a computer for the school. The appeal to farm safety is minimal. The letters to the teachers highlight the prize and the deadlines, but dwell mostly on how to put the contest submission in (Appendix "K"). Lists of safety tips and lists of kinds of submissions are provided; sample parental consent forms are included -- in short, the appeal is prepared to make it easy for the teacher to engage in the activity.

The results of this highly-structured "paper" approach is that there is less deviance from the provided models in the students' written entries than there is in the video entries. Children return lists of farm safety tips that closely resemble (or simply repeat) the tips sent out from AAFRD. The only clear measure here is that the materials were received. Where these tip lists constitute the entries, therefore, there is no indication of attitude or behaviour change, but perhaps a measure of awareness.

3.3.2.2 How were the Entries Judged?

Entries were to be judged according to four criteria: realism, clarity of message, originality/creativity, and artistic presentation (Appendix "L"). According to station staff, the judges were chosen from the contest sponsors.

3.3.3 Discourse Analysis of Children's Videos

3.3.3.1 Children as Agents of Change

The televised contest promotions target the children as both change agents (e.g. "your video will influence your parents to farm safely") and change targets (e.g. "play safely on the farm"). In the contest promotions provided by CISA, the farm is **NOT** an ideal world. The farm is a place where children can and do get hurt. It is a place where the effects of not being safe are openly discussed. In other words, in the promotion video CISA made an approach to children outside the realm of the "Ideal Farming World." Their televised approach to the children is made on several fronts:

- it is "cool," to be safe;
- children can act and have answers;
- children can affect the actions of their parents;
- children can even do *better* than adults by submitting "better" videos;
- prizes and the farm safety message have equal power to motivate the desired behaviour.

In short, the farm represented in these promotions is far from being an idyllic world: it is a place where things change; it is a place where things happen.

3.3.3.2 The Child's Farm Safety World

This lively, competitive tone is reflected back in the children's video entries. Overall, they act out not only the causes but also the effects of good and bad farm safety practices. The children evoke images of two kinds of farm safety world. The first kind is an entirely child-centred farm safety world, focusing on the activities and dangers inherently associated with farm life. In these videos, children are responsible for their own safety; the child-characters act out falling in dugouts, falling off bales or tractors, getting caught in barbed wire, feeding animals safely, or riding horses safely. The children acting in these videos are predominantly female.

Since the videos were generally more child-generated than are the written submissions, and since they rely on stories, they show knowledge and attitude better. The children generally follow the pattern of the "moral tale" in these videos. That is, "If you farm or play safely you will prosper; if you fail to do the safe thing, you will suffer. And the moral of this story is.... Safety Rules!"

Children of this age range (ten to eleven years) love to use this story type: preteen and early teens are essentially moralists -- they willingly embrace a cause; they are quick to condemn wrongdoing, especially in others. The joy with which they shout out in unison their "farm safety morals" at the end of each video demonstrates this attitude.

3.3.3.3 The Child in the Adult Farm Safety World

The second kind of video shows children dressing, acting and talking as though they were adults. One video uses a pair of overall-covered legs attached to boots. These boots are placed so that the audience can see that this is all that remains of someone who has been caught in an auger, or pinned under a vehicle. Several videos depict children dressed in protective gear while working around chemicals or grain bins. Or the children may be dressed in coveralls and work jackets acting out everyday tasks like locking grain bins, or disengaging a PTO. There are several important points to note about this second category of video:

- its clearly informed by the ideal of the family farm
- its the child-actors are mostly male, or made to represent men; women are portrayed as being in the house (serving coffee, or on the phone).
- it represents safety as machinery-related
- its child actors portray adults, but are *very* familiar with not only the issues, but with how to handle the equipment or stock involved in the shot.

The children in this second category of video see themselves as part of (or about to become a part of) the adult farm safety world. At grade five, many of them may be operating some machinery on the farm.

3.3.3.4 How do the Written Entries Differ from the Video Entries?

The written entries generally take the form of a story. These stories either discuss how a farm safety problem was solved (e.g. inventing a fence and exterior platform so that the farmer will not slip into the feed truck), or describe in graphic detail the grim results of a farm accident (amputations, mangling or burning vehicles).

These stories do not use the ideal farm as their context. In these stories, children are involved in the decision-making at the farm table. Women feed animals and operate equipment and sometimes get hurt. Children don't listen to good advice, and men fail to take safety precautions.

The focus is not on the single family operation, but frequently mentions the activities and accidents that occur in the district, between extended family members and friends, or on the media. The children are very aware that their farm lives are lived within a community context. This context is not evident in the 30 second "adult" vignettes.

3.3.4 Why Did Farmers Agree to be Part of the Vignettes?

We interviewed, by telephone, 50 % of the farmers portrayed on the vignettes and asked them these questions: Why did you agree to be part of the vignettes? What did you believe the vignettes were saying to the viewing audience? and What did you want the viewing audience to understand from the advertisements?

The farmers suggested that they wanted to be part of the media campaign for the following reasons:

- to indicate that farmers and farm families are committed to safety
- to demonstrate that generational transfer is important to the family farm
- to show a positive image of agriculture

The farmers believed that the vignettes told the viewing audience that:

- farms are a positive place for children to be raised
- urban people need to understand what farmers do
- farming is a good and happy way of life

The farmers also wanted the viewing audience to understand other aspects of farming:

- that farming is a profession
- that professionalism is strong in the industry
- that self-regulation takes place within the industry

The farmers assume that their farming colleagues already have the safety message, but that they need to send a message to a different audience altogether, an audience which is urban and possibly regulatory. This message has a socio-political intent that has a particular resonance for farm safety, but that may not be congruent with the CASP project.

4. Analysis of Radio Media Campaigns

4.1 Analysis of Media Logs - CJXX, CFCW

We analysed a total of 343 time logs for CJXX and CFCW. While this information is incomplete, it nevertheless gives a strong indication of the time, day and month the advertisements were aired.

Table 1: Percentage of Advertisements Aired by CJXX and CFCW

Media Outlet	% of Advertisements
CJXX	58
CFCW	42
	100

Source: Original Data; N=343

CJXX had the majority of the advertisements with 58%, while CFCW had aired less than 50% of the total advertisements.

We then analysed the advertisements by the day they aired. Both outlets were almost identical in the number of advertisements that were aired Monday through Friday (Figure 8). CJXX aired between 11% and 15% of the advertisements daily, slightly more than CFCW who aired between 8% and 9%. No advertisements were aired on Saturday and Sunday.

CFCW aired their advertisements over a longer period (April through October) than did CJXX (Figure 9). CJXX concentrated all of their advertisements in the months of July, August and September. CFCW did not air any advertisements during the month of July. CFCW had the highest number of advertisements aired during the months of May and October.

CJXX placed all of their advertisements between 12:00 and 12:59 hours (Figure 10). While, CFCW spread their advertisements across the morning between 6:00 and 13:59 hours. CFCW indicated that they were able to target a larger viewing audience if the advertisements were spaced over a broader time frame.

The cost of the CFCW advertisements was \$100.00 per advertisement and the CJXX advertisements were a contracted amount of \$800.00 per month. Therefore, we did not perform any additional analysis on the advertising costs.

4.2 CJXX Radio Campaign

The CJXX campaign yielded little data for the evaluators. A February 10, 1999, memo from Ann Graham, Retail Sales Manager for the station to Solomon Kyeremanteng, AAFRD, Farm Safety Manager states the following:

Due to the fact that the program started back in the spring of 98 and our contest give-a-way's were during the summer, it is impossible for me to fill in your tracking forms with the names of the winners. Had I received this request at the beginning, I could have done so, I cannot

access the 'logger' tapes as we only keep them for a 30 day period, and the 'win sheets' are discarded after 60 days. I can tell you from recollection that we were receiving approximately 30 calls per day when we were doing contesting for the prizes you supplied....I was not aware that you required this sort of documentation. (Appendix "M")

Since the evaluators were not able to obtain any other data from CJXX, our analysis relies on their media logs.

4.2.1 Analysis of Audio Messages

The audio messages aired on CJXX and CFCW were provided to the station by AAFRD. They consisted of five short vignettes of farm life. These messages are similar in theme to the video vignettes in that they focus on farm family life. A guitar introduction fades to the sounds of children playing, dogs barking & cattle bawling. A father says, "OK, guys gotta go to work." His children chorus, "See you after school." A tractor starts up, a narrator gives the AAFRD slogan and then the vignette is personalized with a name. For example, "This announcement is brought to you by my dad, Bob." These vignettes were aired along with a series of farm safety tips provided by AAFRD, most of which emphasized quality of life. Like the CISA television vignettes, the radio messages make minimal connection between farm safety and the content of the produced message.

4.2.2 Analysis of Interviews

Station staff could provide little information to evaluators beyond the fact that the audiotapes from AAFRD had been aired, that contests had been run and that prizes provided by AAFRD had been distributed.

4.2.3 Analysis of Contests

No analysis was possible as no records were kept.

4.3 CFCW Radio Campaign

The CFCW campaign took place in three segments mandated by Alberta Agriculture: April-June, July-September, and October-December, 1998. The campaign consisted of aired tips and messages, mostly during the noon farm show. However, in its enthusiasm for the campaign, the station began to expand the original plan by airing tips and running extra contests during the morning show and then throughout the broadcast day. They gave away ten St. John's Ambulance Safety Kits for three weeks during May and June as an ad hoc contest after the airing of the farm safety tips. They gave away T-shirts from AAFRD, at random. The station did not log the calls from the audience but, based on their history of running such campaigns, indicated (like CJXX) that the public response was good.

Usually, the station aired the CASP ads in the morning show, and AAFRD tips and Agricultural Society announcements during the noon show, closing with a farm safety tip from contest entrants. Once the school children began to submit their tips (Appendix "N"), the station altered Alberta Agriculture's tips one day with contest tips the next.

Besides running the tips and contests, CFCW displayed the contest entries in binders to the general public at the station's Farm Fair booth.

4.3.1 How were the Entries Judged and the Winning Entry?

Station personnel short-listed some entries. Solomon Kyeremanteng, from AAFRD chose the winner, based on creativity, the work involved in the entry, and the quality of the tip. Attached is a copy of the only winning entry available to the evaluators from the whole project (Appendix "O"). Other examples of entries are included: one from the same school as the winner and one from another school (Appendix "P").

4.3.2 How was the School Contest Run?

The school contests did not take place in the spring as planned, but in the fall. Letters were sent out to schools in the first week of September with an October 9 deadline. Winners were announced on October 16. Letters were sent out to the teachers directly. The station received 399 responses from children in thirty schools throughout their broadcast district.

Initially the plan was to award a computer to the winning school and T-shirts to four other classes. In practice, the station sent T-shirts out to six other classes.

The written instructions for contest entries were constructed by the station, not AAFRD. They parallel the televised instructions aired by CISA in that they emphasize farm safety tips, rather than the prizes to be won (Appendix "Q").

4.3.2.1 Analysis of the CFCW Contest Respondents

CFCW radio and CISA television had contest promotions for farm safety. CFCW retained 399 written contest entries while CISA retained 21 written entries. The responses to the CFCW contest took many forms: poems, posters, short essays, lists of tips, single tips, anecdotes, autobiographies, and letters. The CISA entries were stories and letters from the students.

From the students entries provided, we could perform an in-depth content analysis. We quantitatively analysed a total of 420 entries, or respondents, for this portion of the evaluation. We created fifteen variables for this content analysis.

The discourse analysis is based on a triangulated approach that combines the findings of the content analysis and the discourse analysis. This approach has been shown to be most effective in the analysis of social marketing media campaigns.

Fifty-three percent of the respondents were male, 46% were female and 1% were unidentifiable by gender (Table 1). A total of thirty-two schools took part in the contests.

TABLE 2: GENDER OF RESPONDENTS

Gender	% of Respondent
Male	53
Female	46
Unidentified	1
	<u>100</u>

Source: Original Data, N=420

Sixty-one percent of the respondents were in grade five, 24% were in grade six while 15 % were unidentifiable by grade (Table 3).

TABLE 3: SCHOOL GRADE OF RESPONDENTS

Grade	% of Respondents
Grade 5	61
Grade 6	24
Unidentified	15
	<u>100</u>

Source: Original Data, N=420

The respondents came from eight health regions across the province with the largest representation from Westview followed by Aspen and Lakeland (Table 4). As expected the largest concentration of respondents came from East Central Alberta. Seventy percent of the respondents came from four health regions: Westview, Aspen, Lakeland and the East Central Region. These regions surround the provincial capital region (Appendix "R").

The farm was the place of residence for 66% of the respondents while 17% were non-farm (acreage or in town). We were unable to identify place of residence for 18% of respondents.

Table 4: PERCENTAGE OF RESPONDENTS RESIDING IN HEALTH REGIONS

Health Region	% of Respondents
Westview	26
Aspen	23
Lakeland	21
Crossroads	11
Capital Health	8
Keeweenaw Lakes	4
East Central	3
Headwaters	2
Total	100

SOURCE: Original Data; N=420

Ninety-one percent of the respondents suggested that they were non-active participants in farm activities, 7% were semi-active while 2% were active in farming activities. We defined active when the respondent's response included phrases such as "I help, I do this with my Dad/Mum or other family member" or "when my friend/Dad/Mum/Sister/Brother was doing." A further discussion of this response is included in the "Child's Safety World."

The first item that they mentioned in their essay, letter, poster or other entry indicated which area of farm safety concerned them the most. The respondents indicated that machinery, 65%, followed by animals, 14%, were things to watch out for on a farm. (Figure 11)

Using the same criteria, we were then able to determine what the children believed was the most likely cause of a farm accident. Fifty-two percent of the children believed that machinery caused farm accidents while 11% believed animals were involved (Figure 12).

The responses also provided insight into the effect of a farm accident. Eighteen percent of the children believed that an accident would result in an amputation either by an auger or a power take-off, while 17% believed an accident would result in being run over by a piece of equipment. Twelve percent cited animal effects of an accident such as being chased, pinned, bitten or trampled (Figure 13).

We then analysed the contest entries by grade. This produced insight into the effect of the message the children were receiving. Grade five students were more likely to be more aware of the type of farm accident that occurs than were the grade six students. Thirty-seven percent of the Grade 5 students cited machinery as a primary concern while 15% of grade six students reported machinery. Animals were cited by 8% of the grade five students as contributing to farm accidents compared with 6% of grade six children. We also analysed generic causes of farm

accidents by grade. Grade five children were 2 ½ times more likely to cite machinery as a cause of a farm accident than were grade six children (Figure 14).

4.3.2.1.1 The Child's Public and Private Farm Safety World

The discourse analysis is based on an analysis of the theme, narrative voice, and intended audience, setting, characterization, and tone.

In addition to the findings from the CISA campaign, the CFCW contest results further emphasize the PUBLIC and PRIVATE farm safety world of the child. The child's public world is community focussed and ranges well beyond the farm-gate. The stories are community and locally bound by time and tradition. These stories are graphic and real. Several examples of these public stories follow.

- "I know a lot of people who have been hurt by farm equipment. One man lost his arms from the elbows down. He got them caught in a baler. He had to get hooks."
- "I know a man when he was a boy and he was playing around a combine and he lost most of his arm..."
- "Let me tell you about a neighbour who got injured. Once, on of my neighbours was putting pink powder in his grain with a shovel. The shovel got caught in the flighting of the auger. He never let go and his arm went into the flighting. His arm got all torn open. He went to the hospital and they figured that they would have to amputate his arm. They did."

The child's private farm safety world is one of "hands-on experience." These children have experienced first-hand the trauma and effect of an accident. Again, their stories are graphic but what is more important, they are "fear stories." It matters not if these stories come from experience or from the family's collective knowledge. These stories serve to reinforce the cause, the effect and the ultimate personal horror of a severe farm accident. Several private stories follow.

- "my Dad taught me to watch where I'm going because one time my other brother got ran over with the tractor by accident."
- "my Dad when he was oiling it [machinery], his glove was too big and it got caught in the chain and his hand got caught and went with the chain and cut his fingers off."
- "...a cow that we were trying to get into a squeeze smashed my Mom up against a metal gate."
- "my Dad lost his leg up to his nee [sic] from a power tac [sic] off."

This pattern is repeated in the other school contests but somewhat less graphically. Whenever the students are allowed to respond in their own words, they relish the opportunity to display their intimate knowledge of the results of farm accidents. This is likely the result of their average age (10-11) and their increasing participation in and consequent awareness of the realities of farming.

5. Why did Schools NOT Take Part in the CFCW Media Contests?

We wanted to know if there were any specific reasons that schools did not participate in the media contest initiated by CFCW. We randomly selected nine schools in the CFCW listening area that did not participate. We spoke with the school principal or vice principal in each of the nine schools and asked the following questions:

- Were there any constraints that prevented the schools from participating?
- What was the split of the school population between farm and non-farm children?

5.1 Time and other Activities

We found that Farm Safety activities compete with a host of other similar activities that include Rural Crime, Bus Safety, Environmental Issues, County Safety, Sports, Remembrance Day Essays, Christmas and other holiday activities not to mention awareness programs for alcoholism, drugs, gambling, cultural and sports activities.

Schools appreciate receiving the materials early in the school year but, because teachers decide individually when they will incorporate the material on farm safety, participation from schools will remain spotty if AAFRD narrows the parameters significantly for the purposes of a contest.

Many schools indicated that the optimum time for reviewing entry requests for contests would be December and early January. Teachers generally have more time in January and February to engage in these activities.

5.2 External Examinations

Schools are heavily involved preparing students in grades 3, 6, 9, and 12 for school district, provincial, and national exams. In addition, other achievement measures such as the "Gates-McGinite" reading composition and skills test runs for two sessions: fall and spring. Therefore, these grades are not a good choice as targets for large projects like the farm safety contests.

5.3 School Curriculum

Principals suggested that, for farm safety to be incorporated into school activities, the activity must be well-defined with concise instructions. It must also allow for a realistic time-frame in the classroom: a maximum requirement would be two, 45 minute periods.

5.4 Farm/Non-Farm Demographics

Five schools reported that 1/3 of the children were from farms; four schools reported that 2/3 of the children were from farms. These statistics, derived from telephoning nine schools in rural central Alberta seem to reflect the decreasing portion of the rural population actually living on farms and may suggest alterations to the kind of campaign run by AAFRD. AAFRD may wish to target more heavily those schools where most of the students actually live on farms. AAFRD may wish to approach farm safety issues differently.

6. What Did the Interviews with Media Personnel Reveal?

Interviews with media personnel provided insight and observations pertaining to their involvement with the project. We have categorized the observations from the personnel as follows:

Pride of Partners: Station personnel are very proud of the work they have done in conjunction with the farm safety program; they feel that their work makes a difference in the community.

Local Images: Station staff are very proud of their own video and audio productions, which they feel have local setting, using local conditions. They prefer to air messages that are relevant to local farmers.

Use of the Ideal: Television station staff are convinced of the efficacy of the "positive image" campaign; they say that farmers will turn away from the station if the messages contain any fear component.

Branding: The media outlet personnel encourage AAFRD to consider "branding" the farm safety message: that is, choosing a consistent visual and audio image that the general public will associate with farm safety (much the same way that the "Hockey Night in Canada" jingle is instantly recognized by every Canadian). This would be more cost-effective and results-effective than altering the visual and audio identification with each campaign. This issue is reiterated in a letter to CASP from Jim West dated May 21, 1997 (Appendix "R").

Planning: Station personnel urge AAFRD to include the media in the planning of the event for several of reasons: production time, budgeting, and finding sponsors.

More Lead Time for Production: Staff at the stations urge AAFRD to involve the media at the planning stage. A 2-year lead time would be ideal, so that they can plan their own schedules, secure adequate sponsorship, and develop any materials necessary.

More Lead Time for Budgeting: Sponsors budget a year ahead of time; coming to a sponsor even three or four months ahead of time often means that "Alberta Agriculture is Picking up the Crumbs" of the sponsor's advertising dollar.

More Lead Time for Finding Sponsors: Stations need more lead time to find appropriate sponsors; for example, large equipment dealers do not always see safety contests as a significant way to increase their sales. For example, CFRN's finding Chevy Farm for this contest was serendipity; since the message and approach just happened to match what the sponsor was already doing in its own advertising.

The original approach to the stations suggested that there would be a lot of money involved, so the stations built their own proposal on that assumption. The reality of the budget meant that they were sometimes placed in an embarrassing position of having to re-cycle materials developed the year before. They need more lead time to secure appropriate sponsorship for prizes. Without a clear idea of the final budget or shape of the campaign, the sales staff has difficulty in securing sponsors.

An example of this situation is taken from CFCW, which based its initial planning for the 1998 campaign on the assurance that their portion of the project would be in the order of \$61,000. In the late spring they discovered that this portion was actually \$15,000. Having already committed to a proposed involvement, the station had to scramble to find sponsors to cover the costs. The station would appreciate receiving more accurate information earlier in order that they can contribute properly to the campaign.

Make Use of Existing Networks: The media outlet personnel urge AAFRD to make better use of its longstanding relationships with certain sponsors and existing partnering networks. One effect of this strategy would be that stations would not have to scramble every year to find new sponsors. Another effect would be more effective marketing.

Contest Management: Staff indicate that contests are a lot of work; they had originally been asked to contact every school in their district. The dozens of call backs to principals and teachers, explaining details of the contest took a great deal of staff time.

Many of the submissions arrived in non-standard format (e.g. two 11" x 17" boards taped together), which made storage a problem for the station and which also made it difficult for the station to provide copies of the submissions to the evaluation team.

Asking schools to submit video components means that most of the submissions are of inferior quality (i.e. not of broadcast quality). Despite the original criteria for originality, and applicability contest winners tend to be those that can be shown on television.

On Air Timing: Consult with media outlets about optimum running times. For example, CFRN was instructed to run the safety tips at the same time as the Albert's Restaurant Contest; station staff felt that this meant the contest entries especially from urban entrants tended to "parrot" the tips being run on television.

Evaluation: The stations would appreciate receiving a copy of the 1998 campaign evaluation report so that they can improve their participation in future campaigns. They would like to be able to incorporate that information into future participation.

7. Results from a Surrogate Audience Survey

Since the evaluation was conducted some months after the initial airing of the television vignettes, we were unable to obtain immediate reaction to them by the intended audience. Instead we constructed a surrogate audience from among three classes of marketing and public relations students at Northern Alberta Institute of Technology (NAIT) and Grant MacEwan Community College (GMCC) for a total of fifty-seven respondents.

We concluded that this would be an "informed" audience since they were all studying marketing. Furthermore, a poll of each class revealed that approximately 25% of the students were from farms. In other words, the surrogate audience was both technically informed about the marketing strategies used and reasonably familiar with rural life.

The respondents watched the eight 30 second messages produced by CISA. They were given no indication of why they were watching the videos but were told that, after watching, they would be asked to fill out a questionnaire (Appendix "T"). A discussion period with the respondents followed. Results from the questionnaire and the discussion are as follows.

7.1 Success of the Message

7.1.1 Style and Production Values

The surrogate audience of 57 thought the videos messages were professional, attractive and well-written. They did not find the presentations unique (58%), stimulating (53%) or innovative (58%). Thirty-seven percent indicated that the messages conform to the personal Public Service Announcement (PSA) style. The presentation style of the messages appear to be like other messages in the genre.

This reaction could be either a positive or negative result for AAFRD. On one hand, if AAFRD's purpose is to jar the audience into awareness and action, this style is unable to accomplish that objective. On the other hand, if AAFRD's purpose is to reinforce an existing message with identical messages, then this style is successful.

7.1.2. Audience

The respondents indicated the videos were largely aimed at adults in the 30-50 year age bracket, and that the ideal audience was either the farmer or farm family. Note that their perceptions about audience are different than those of the farmers in the vignettes.

However, these respondents indicated that there was a need to clarify the audience: that, in order to appeal to the actual farm family, women and children need to speak. In general, the respondents expressed confusion about target audience and the purpose of message. The respondents written comments are noted below.

- it says something to the effect of keeping the farm safe, but who is targeted -- children? adults?
- represent less affluent farmers; they're the ones being innovative about safety because poor quality products are all they can afford.
- I'm not sure if they're telling farmers to take precautions on making your farm safe or being an example for kids to follow.
- Do they want me to move to a safe farm? Do they want me to think farms are great? Should I take my daughter to a farm? etc.
- If it is geared to children, the language should be more suitable; more actual shots of performing safety measures, possibly in the form of a cartoon.
 - only once was there a verbal comment from someone other than the male farmer -- lose out on appealing to prospective audiences who could pass on the safety message.

7.1.3 Narration

The group felt that the messages used appropriate level of language and type of example and that they were about the right length. They felt the tone of the narration was positive, helpful, friendly and that the tone matched the message.

7.1.4 Theme and Content

The respondents thought the content was clear, accurate and appealing, balanced, and credible. This reflects the honest and forthright manner of the style and of the farmer-characters in the story-line.

However, these respondents provided interesting reactions to the representation of the real and the ideal: 30% of the group mentioned that the messages portrayed an ideal image:

- they look like image ads for farm communities
- no 'farm family stereotypes' -- more sense of being respectful to 'farm family culture'
- myth is that rural families have strong ties and an ideal lifestyle
- in one ad a man hopes his children will stay on the farm -- [indicates the reality that there is a] lack of children staying on the farm
- bias that all farms are tidy wonderful happy places, neat and safe always
- they seem like small features on the families, the tips seem lost somehow, unclear, overshadowed by the frolicking children
- it only speaks for farmers with families and farmers who like their jobs

Of the 57 people in the surrogate audience, 45% commented on the stereotyping of men and women. Their comments are as follows:

- are all farmers white males?
- mostly male representation
- only men farm and ranch
- biased-toward male-headed farming communities
- all clips showed middle aged male farmers

Of these respondents, 42 % concluded the message should be more specific and more realistic. Again, we have included the comments as follows.

7.1.5 Be Specific

- The tips should be clearer. Maybe flash the tip in written form on the TV and then show the family stuff around it.
- there is no direct appeal for viewer to do a specific action; it only infers
- indicates the desirability of safe behaviour, but not much about how
- there is very little hard info -- most dialogue is about the need for safety which is not new or exciting
- more to be done with the tips and techniques -- there is worker-pride that can be tapped
- create specific lists and facts that people can remember
- there is farm safety that goes beyond farm equipment -- these should be included; what about dugouts/wells, etc?
- that safety is only important when children are involved

7.1.6 Be Realistic

- the safety message is too soft
- the safety message should be more emphatic. It was hidden in the romantic representation of rural family life
- show serious side of what could happen if proper safety features are not in place
- add fear factor; show a man missing an arm; tell gross tales of loss
- maybe add some shock value; scare people into action
- have children/teens involved in active roles of safety with equipment or chores around the farm
- it just says "Practice Safety"; it doesn't show what can happen if safety is ignored
- more women speaking; more children speaking, use of different types of tractors i.e. John Deere
- I would focus more on the children and make the dialogue more natural. Real people don't say "Safety on the farm makes it more efficient."

Again the audience here has identified the mixed messages in the vignettes that are supposed to be about safety, but that are really about something else.

7.1.7 Persuasive Power of the Message

Ninety-six percent of these respondents indicated that the message showed no peer pressure used by positive role models while, 85% indicated the messages contained no fear appeal. Fifty-eight percent of the respondents indicated that persuasion was accomplished using the farmer as the authority figure, and 28% indicated persuasion was garnered through the parent.

The gender of the authority figure was overtly mentioned by 19% of the respondents; moreover, the subsequent discussion revealed that, when the respondents mentioned "farmer" (42%), they *meant* a male farmer. This means that two-thirds of the group were actively thinking about the authority figure and the main speaking voice being predominantly male.

This may or may not be significant for AAFRD. The dominant male-ness of the television messages reinforces the ideal image of the family farm. Future audience analysis, for these campaigns, may confirm this as a practical decision or may suggest some alterations.

7.1.8 Overall Perception of the Message

The respondents indicated that the message of the videos was obvious: that safety on the farm is a good thing. They also received these very strong message clusters:

TABLE 5: MESSAGES SURROGATE RESPONDENTS INDICATE THE VIGNETTES SHOW

Message	% of Respondents
Safety is generally a good thing	38
Safety is important primarily because of children	25
Safety is the responsibility of the male farmer-father	5
Farmers should be safety models	2
Living on farms is the way to have a good life	7
Safety is something the farmer does: either by using common sense or by modifying his environment	17
Didn't know what the message was	6

Source: Original Data

The surrogate audience received two strong messages from the videos: a) a generic message that safety is a good thing: (38%); and b) that safety is strongly tied to family life and life on the farm: (39%). However, these messages are not tied to action.

7.1.9 Desired Behaviour

The group noted that there was no appeal to change attitudes about safety. "Who could argue with a safety message?" However, 37 % of the respondents noted that there was no clear appeal to specific behaviour change, other than to somehow **be safe, and perhaps to modify equipment.**

8. Summary

We found a sincere commitment to the farm safety campaign by all the partners. Each project partner is acutely aware of the potential of social marketing campaigns to transfer the farm safety message to the rural community. AAFRD is a pathfinder in the social marketing of the farm safety message to the rural community. Therefore, as with any new initiative, finding the way to do the job effectively takes an enormous amount of time and effort, especially to understand the ramifications, motivations and outcomes of a new endeavour. The following comments and summary are to be constructive and helpful for future work in the area of farm safety social marketing.

This initiative is at the formative stages and therefore considerable effort needs to be placed in partnership building and maintenance, attention to the needs and constraints of the participant communities, defining the message within the larger context of the image of

agriculture and rural development strategies of AAFRD, and attention to appropriate project management techniques.

8.1 Message and Audience Response

The high quality of the televised productions at CISA are reflected in the fact that the station has received an award for its farm safety work. Clearly the contest was well received; and the quality of the winning submissions is impressive. However, a great deal can be learned from the analysis of this campaign. The CISA campaign indicates that there is a disjunction between the intent of the CASP project and the intent of the televised vignettes. This may reflect a multiplicity of intents on the part of the CASP partners that were not apparent in the proposal.

We were unable to interview members from the intended audience. Therefore, we constructed a surrogate audience from informed college students. In summary, this surrogate audience is telling us that:

- the audience is not clearly defined (Is it the farmer or the farm family? adults or children?)
- the safety message is so enmeshed with a lifestyle message that it is diffused and less effective than it might otherwise be (What is more important here: safety? or the ideal farm family?)
- the safety message is not tied to attitude change, but perhaps to attitude reinforcement (safety is good)
- the message does not seem tied to a clear action plan for behaviour change (be safe).

The ideas of the farm safety experts may not coincide with those of the target audience. AAFRD must be aware of the motivation of the farming community for participating in the vignettes. The reasons are complex involving industry professionalism, projecting the "business of agriculture" to an urban audience, promoting self-regulation, and showing that farmers do engage in farm safety practices. It appears that the motivating factor for participation was far from being altruistic.

The CFRN contest obviously generated a strong response. What is not clear is whether the contest response can be tied to changes in attitude and behaviour. There is a disjunction between the intended audience for the televised tips: adults, and the intended audience for the contest: children. Station staff indicated that the contest entry tips seemed to be generated by adults, although children had filled in their own names as entrants.

We have no way of determining demographic breakdown for the adult respondents, except to say that the four media outlets cover most of Alberta and all of them had a strong adult contest response.

The large volume of calls received by CFCW and CISA, it is clear that the campaign was heard and seen by a substantial number of Albertans in representative numbers across the province. Obviously, these respondents were able to respond with a farm safety tip. With no way of analysing their responses to the video and audio messages, we are unable to determine the effectiveness of the farm safety message beyond saying that thousands of people responded to the contests and some of them won a prize.

8.2 Contests and Children

The contests aimed at school children render quantifiable data. With the combined contest results from CFCW and CISA, the campaign has excellent representation from about 420 grade five and six students across the province. These children are evenly split for gender; 66 % live on farms.

From the written and video entries, we are able to say that children were able to both mirror the broadcast tips and to creatively imagine or relate scenarios involving the conditions that may lead to accidents, the accidents and their results/effects. Their contest entries seem to vary considerably depending upon how much freedom they are given in expression: when given more freedom, their submissions tend to be more realistic and graphic than the broadcast tips.

When given more freedom, children tend to respond in one of two ways: assuming themselves as central players in a child's farm safety world (i.e. where children are responsible for their own safety), or addressing an adult's farm safety world (i.e. where adults are responsible for the safety of the family)

The televised campaign only elicits a response from the contest audience: the grade five school children. However, this part of the campaign also demonstrates a discrepancy between the televised instructions to the children and the written instructions. The discrepancy illustrates that the kinds of response are clearly tied to the kinds of instructions given. AAFRD now has the opportunity to decide on the kind of response it wishes to receive from these contests, based on the type and amount of attitude and behaviour change it wishes to measure.

8.3 Campaign Management

Media outlets were not informed about the need to keep records for the purposes of evaluation even though an evaluation component was written into the proposal. In all cases station logs were reliably kept, simply because the stations wished to be reimbursed for the paid advertisements. In most cases records of "in-kind" broadcasts were not kept. In only one case (CFCW) was a complete record of the contest kept; however, this was not a result of campaign or project design -- it was simply the case of a conscientious and well-organized station employee.

8.4 Partnering

The CFRN campaign is instructive on a number of points. It illustrates how advisable it would be for AAFRD to further develop its existing networks of partners and sponsors. The station is convinced that the campaigns would be more effective if AAFRD relied more on the experience of the media in conducting social marketing campaigns and involved media and other partners in the planning phases of the campaigns.

School administrators indicated that AAFRD must also be cognisant of the parameters of the school system so that AAFRD can work effectively within these boundaries. Understanding this complexity allows AAFRD to adjust to and effectively use the large networks that the school system provides.

AAFRD, as producer of the advertising concept, is competing in a huge market place for the farmer's attention. Economic concerns such as corporate mergers, self-marketing strategies, farm inputs and outputs draw attention away from safety issues. Local environmental issues such as oil and gas emissions and waste disposal not to mention social issues of communities disappearing, health and educational concerns all vie for the limited energy and attention of the rural audience.

Finally, AAFRD's motivation for pursuing a social marketing campaign can be looked at in various ways. Socially AAFRD may truly wish to keep the family farm a viable entity within the Alberta economy; economically, AAFRD may want to increase farm production in the global economy and may be under pressure to generate trade by expanding the agricultural market share. Public pressure may also be a motivating factor, with AAFRD responding to media attention about farm accidents. In response, AAFRD may be accessing federal government funding (CASP) to pursue resources it is unable to generate internally.

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Appendix "A"

Project Proposal

Canadian Agriculture Safety Program (CASP) Application

APPENDIX A

APPENDIX A

DAAB-170-0-23-04

Applicant Name & Address

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Suite 220, 10403 172 Street
EDMONTON AB T5S 1K9

Contact Person's Name & Address

Janet Halberg
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If the applicant is an organization - please check the appropriate description.

Non-profit (X) Educational Institution () Other - specify ()

Project Title

Farm Safety Media Campaign: A Safe Farm is A Great Place To Grow!

Project Start Date

April 1, 1998

Project End Date

March 31, 1999

Project Description

Alberta Women's Institutes proposes to coordinate & monitor a provincial farm safety media campaign which will build upon programming presently airing in Alberta. Project Theme: A Safe Farm is a Great Place to Grow! Participants: Alberta Agriculture Farm Safety Program, CFTX Radio, CFTN Television, CFCW Radio, CISA Television, RD1V-WWFS Television, Alberta Women's Institutes, Agricultural Societies, and Agribusinesses. Programming will be based on the evaluation of previous campaigns and on safety concerns as identified through focus group discussions with farmers and farm families. All on-air programming will be direct repeat, and include local Alberta farm families in 30 second vignettes. These will highlight their distinctive safety practices or equipment modifications. Vignettes will directly target farm families and workers by airing specifically in agricultural programming and established high farm viewing programs. The frequency of the message will be increased prior to and during peak work seasons such as seeding and harvest, but will continue for further reinforcement throughout the balance of the schedule. Support materials will reinforce programming impact and additional community awareness will be achieved through Agricultural shows such as Ag Expo. Children will have the opportunity to participate in Farm Safety and Class Competitions with chances to win great prizes.

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CONFIDENTIALCanadian Coalition for Agricultural Safety & Rural Health (CCASRH)
Coalition canadienne pour la santé et la sécurité en milieu agricole (CCSS)**CASPAA****Canadian Agriculture Safety Program (CASP) Application****APPENDIX A****APPENDIX A**

PAAB-170-12-23-97

Applicant Name & Address

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Non-profit (X)

Educational Institution ()

Other - specify ()

Project Title

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Project Description

Alberta Women's Institutes proposes to coordinate & monitor a provincial farm safety media campaign which will build upon programming presently airing in Alberta. Project Theme: **A Safe Farm is a Great Place to Grow!** Participants: Alberta Agriculture Farm Safety Program, CFXX Radio, CFRN Television, CFCW Radio, CISA Television, RDTV-WWFS Television, Alberta Women's Institutes, Agricultural Societies, and Agribusinesses. Programming will be based on the evaluation of previous campaigns and on safety concerns as identified through focus group discussions with farmers and farm families. All on-air programming will be direct repeat, and include local Alberta farm families in 30 second vignettes. These will highlight their innovative safety practices or equipment modifications. Vignettes will directly target farm families and workers by airing specifically in agricultural programming and established high farm viewing programs. The frequency of the message will be increased prior to and during peak work seasons such as seeding and harvest, but will continue for further reinforcement throughout the balance of the schedule. Support materials will reinforce programming impact and additional community awareness will be achieved through Agricultural shows such as Ag Expo. Children will have the opportunity to participate in Farm Safety and Class Competitions with chances to win great prizes.

Instructions For Completing Application

- Answer questions completely and provide appropriate attachments.
- If additional space is required, extra sheets may be attached.
- A copy of the application form is available on disk from the CASP Administrative Agency or a Provincial Lead Agency.
- Retain a copy of this application for your records.
- All application information provided will be kept confidential.
- Submit a completed original application to:

National Projects - Canadian Agriculture Safety Program Administrative Agency
 420 University Avenue
 Charlottetown, PE
 C1A-7Z5
 Telephone: (902) 368-3118
 Fax: (902) 368-7204
 E-mail: casp@auracom.com

Provincial Projects - The appropriate Provincial Lead Agency as listed in the CASP brochure.

Provincial applications will be prioritized by the appropriate Provincial Lead Agency. National applications will be sent to an expert reviewer for comment.

Proposed Project Funding		Other Funding Partners		
		For the non-government and government funding sources, provide details below.		
		Partners	Amount Confirmed	Amount Pending
Applicant's Cash Contribution	\$ _____			
Applicant's In-Kind Contribution	\$ <u>2 000</u>			
Other Funding Partners				
Non-governmental Cash Sources	\$ <u>2 000</u>	Farm Safety	\$ 14 500	
Provincial Government Cash Sources	\$ <u>14 500</u>	Ag. Societies	\$ 2 000	
Federal Government Cash Sources	\$ _____	Paramount Printers		\$ 6 000 in kind
In-Kind Sources	\$ <u>118 888</u>	HiWay Service Inc.		\$ 5 000 in kind
Requested CASP Contribution	\$ <u>89 991</u>	Pizza Hut		\$ 6 500 in kind
Total Project Funds	\$ <u>227 379</u>	Ag Expo		\$ 1 750 in kind
Anticipated Project Revenue*	\$ _____	Agri-Trade		\$ 1 750 in kind
		A&B Sound	Computers	\$ 6 000 in kind
		Travel Agency		\$ 6 500 in kind
		CISA TV	\$ 24 900 kind	\$ 4 000 in kind
		RDTV		\$13 950 in kind
		CECW	\$ 13 163 kind	\$ 2 875 in kind
		CFRN	\$ 18 500 in kind	
		CJXX	\$ 8 000 in kind	54325
		AWI	\$ 2 000 in kind	
			<u>83063</u>	

If project revenue is anticipated, provide details.

Describe efforts to obtain other funding (federal, provincial, municipal government) and any other assistance expected or received for this project.

Additional corporate and agribusiness partners are presently being sought by all participants.

Necessity: State why there is a need to undertake this particular project and how the proposed activity will contribute to the objectives of the CASP.

Statistics from Alberta Agriculture and the FAMS 1996 Report showing an increase in farm fatalities and injuries led to the development of a farm safety media campaign in Alberta which ends in March of 1998. With over 60,000 farm operators in Alberta, a need exists to continue with an effective campaign that provides a long term, consistent, personalized safety message. A June 1997 telephone survey by Farm Safety and a recent study by the North American Farm & environmental Safety Centre in Raymond, indicated that such a campaign is the most effective way to reach our target audience. Media research has shown that message recall and advertising awareness increase with campaign repetition (The Achievement Group).

The expansion of the livestock industry within Alberta and the potential for increasing numbers of livestock injuries, make it imperative to intensify injury prevention. People of all ages may be exposed to hazards while living and/or working on a farm. Farming and safety must be promoted as a lifestyle and an upbeat, positive message will increase awareness of farm safety issues facilitating change to hazardous behaviors. Our competitions which target children afford an additional opportunity to reach parents as well. Agriculture directly impacts upon the health of our economy, making safe farming a great concern to everyone.

Objectives: State the objectives and anticipated results of this project

To work together to further decrease the number of farm injuries and fatalities. A series of farm safety messages, which develop top of mind awareness, will be created through a partnership involving various media groups, Alberta Agriculture Farm Safety Program, Agricultural Societies, Agribusinesses and Alberta Women's Institutes. Expectations of socially desirable behavior are strongly influenced by what we see on television, read in print, and hear on radio. Therefore, the impact that the media might have on influencing farm safety attitudes and practices could be powerful (USDA, June 1996). Each vignette will include farmers or farm families who give their safety thoughts or their testimonials, stating how they have achieved safe farming practices in an uplifting, emotionally powerful commercial which will end the campaign theme - **A Safe Farm is a Great Place to Grow**. The ingenuity, resourcefulness and time saving measures delivered to farmers by farmers will have a strong impact and make a lasting impression. Commercials will air in programs with high farm audiences and will be broadcast during peak listening hours as determined by the Micro B.B.M. rating. That frequency and the strength of the messages translate into awareness of safe farming practices. Awareness will cause farmers and their families to think first and act in a safer manner, reducing injuries and ultimately farm fatalities within Alberta.

Evaluation: State how the results will be measured, the impact (ie. attendance, accident reduction, reach/scope) and the short/long-term results.

Campaign post analysis will utilize the Broadcast Bureau of Measurement which measures the market by ballot 3 times per year. Each census division is broken down by area, age and sex. In addition, Alberta Agriculture Food and Rural Development will conduct an independent evaluation of this project.

A random telephone survey tabulating the responses of farm families to a predetermined set of questions, will be undertaken.

e.g. Are you aware of or have you seen or heard commercials airing on Farm Safety?

Did these commercials prompt any changes in attitude, or cause you to pay more attention to Farm Safety?

Did anyone in you family avoid a potential accident as a result of safe farming practices?

Benefits: State the anticipated benefits from the project (who will benefit and how they will benefit).

Few occupations pose such hazards as farming and prevention is the key to maintaining farm safety. Therefore, farm families, farmers, workers, and urban families visiting or living in proximity to farming communities will benefit from a consistent message promoting the importance of safe farming practices. The next generation of farmers will begin learning at an early age, what farm safety is and how to prevent accidents. Any reduction in agriculturally related accidents would lessen the high emotional and financial cost to the farmer, their families, the community, and the province.

Campaign Rational:

The production elements will be based on evaluation of current media campaigns, combined with an experienced creative production team, as well as consultation with local farmers and Alberta Agriculture Farm Safety Program. Alberta Agriculture will serve as our safety experts. Production ideas are based on past successful campaigns in a variety of industries. Media experts have concluded that the most important element of any commercial is to attract the target market's attention within the first three seconds, and maintain their interest throughout the commercial. During focus groups, Farmers have previously told us they do not want "sermons" and they want their commercials to be realistic and believable. We know from experience that testimonials are an incredibly strong form of marketing and we are seeing that farmers sharing good ideas with other farmers has a positive and memorable impact. Ending our messages on a positive note, reinforces the reasons for safe farming practices - A Safe Farm is a Great Place to Grow.

Win With Farm Safety Kids' Contest:

ETH
"Win With Farm Safety" provides children with the opportunity to share their own farm safety tips with other children. This year, kids' farm safety tips are aired in children's programming along with a televised contest where kids are invited to produce their own farm safety message to air on TV for a chance to win great prizes.

Viewers (kids) are invited to call into the station for contest information, tips and stickers.

Winners of the contests will be announced on both RDTV & CISA television in our newscasts during Farm Safety Week.

Display and handout will be set up during AG Expo in Lethbridge and AGRI-TRADE in Red Deer. Information will be made available at these events and other Agricultural Shows.

790 CFCW Farm Safety Contest: 790 CFCW will air 30 second commercial announcements inviting classes from Grade 1 to 3 in their listening area to write a 25 to 50 word essay regarding *Farm Safety*. For each month (April/May/June) one class will be chosen as the *Farm Safety Class* of the month. A 60 second vignette will be produced and aired on the last week of each month incorporating the essay and a *Farm Safety* thought. The winning class from each month will be rewarded with *Farm Safety* T-shirts and lunch, delivered by a 790 CFCW representative. The same program would be launched for Grades 4, 5 and 6. From the monthly winners, one class will win the grand prize, a computer for the school and a plaque recognizing the winning class. The winning class would be announced on-air during the Morning Show on June 22, 1998.

CFRN is currently searching for Corporate sponsorship for a Kid's Contest. Tag-ons would be added to current programming and children would be asked to send in their farm safety thoughts. The grand prize would be the opportunity to be Newsman of the day with well know TV personality John Berry.

Supplementary Information

Include any other information in this section to support your application. (No more than three additional pages of documents may be attached.)

Production Rational:

Farm injuries and fatalities result in an enormous emotional and financial cost to the farmer, farm families, farm workers, the community and the province. Various media groups, Agribusinesses, Agricultural Societies, and Alberta Women's Institutes have worked closely with Alberta Agriculture Farm Safety Program on their injury prevention campaigns. Sufficient resources to air these campaigns continuously have not been available. However, we believe that we have found a way to send a positive message that is making an impact. Local businesses, industry, and Agricultural groups now have an opportunity to participate in producing a collaborative and effective awareness campaign. We believe awareness fosters more responsible actions, and that provides an environment which fosters an eventual reduction in injuries and fatalities.

How did you hear about this program?

Lead Agency

Request for Advance Payments

An applicant may request an advance of "up to" 80% of the CASP contribution if the project is approved. The request for the advance must be made in writing 30 days after the project start date. Approval of the advance is at the discretion of the CASP Administration Agency.

Please indicate whether an advance request will be made:

☒ (X) Yes, I will require an advance of \$ 53,995

☐ () No, I will not require an advance.

Declaration of the Applicant

The information given in this application and in the detailed project proposal is to the best of my knowledge, complete, true and accurate. I certify that financial assistance from this Agreement is a significant factor in the decision to proceed with this project.

I concur that the intellectual property rights of materials developed under this project shall be jointly owned by the Canadian Coalition for Agricultural Safety & Rural Health, the applicant and other partners on a proportionate share.

If approved, the project or activity will publicly recognize the Canadian Coalition for Agricultural Safety and Rural Health and Agriculture and Agri-Food Canada for their contribution and support. I realize that failure to do so may result in non-payment of the outstanding balance and payment of previous claims.

H. Halpern per D. Northey, President
Applicant Signature and Title

December 8, 1997
Date

Canadian Agriculture Safety Program is funded by
Agriculture & Agri-Food Canada through the
Canadian Adaptation and Rural Development Fund.



Agriculture and
Agri-Food Canada

Agriculture et
Agroalimentaire Canada

Detailed Project Work Plan, Schedule And Costs

	Expense Items	CASP Contribution	Matching Contribution
April-June	Evaluation, Concept Development, Focus Groups		\$ 2000 <i>Salomon?</i>
	April 1 Paramount Printers - Promotional Material		\$ 6000
	April 1 Toon Crew magazine ad for Kids' Contest		\$ 1000
	April 1 Postage for Kids' Contest		\$ 250
	April 1 - May Editing 4 x 30 kids spots		\$ 1500
	April 1 Produce 4 Promos for RD & CISA		\$ 2000
	Revoice & Dub spots for RDTV		\$ 1000
	AWI - Coordinator/Rent/Communications April - June	\$ 500	
	AWI - Monitor & Evaluate Production/Broadcasts		\$ 500
	180 - 30 sec RDTV air time April 1 - June 30	\$18000	\$12000
	120 - 30 sec CISA air time April 1 - May 31		
	30 - 30 sec CFRN prime viewing time commercials May/ June	\$ 6000	
	17 - 30 sec CFRN public service announcements		\$ 2000
	40 - 30 sec CFRN Corporate Feature		\$ 5000
	34 - 30 sec air time CISA June 1 - 30		\$ 3400
	96 - 30 sec radio spots CJXX Ag show April - June 30	\$ 1200	\$ 3600
	15 - 30 sec radio commercials Ag Show April 6 - June 26	\$ 1695	
	19 - 30 sec Premium Reach Plan radio commercial CFCW	\$ 1819	
	25 - 30 sec Premium Reach Plan radio commercials CFCW		\$ 2500
	15 - 30 sec Farm Safety Tips Noon Ag. Show CFCW		\$ 1350
	CFCW Safety Contest		\$ 2875 <i>Replaced by CFRN contest</i>
	Subtotal	\$29214	\$46975
July -	69 - 30 sec Air time CISA July/August		\$ 7000
September	AWI - Coordinator/Rent/Communications July - September	\$ 500	
	AWI - Monitor & Evaluate Production/Broadcasts		\$ 500
	48 - 60 sec RDTV-WWFS Kids contest July 15 - Aug 15	\$ 7200	
	48 - 60 sec CISA WWFS Kids contest July 15 - Aug. 15	\$ 7200 <i>Airtime</i>	\$ 4800
	120 - 30 sec RDTV air time August - September 1	\$ 7200	
	30 - 30 sec CFRN prime viewing time commercials July/Aug	\$ 6000	
	17 - 30 sec CFRN Public Service Announcements		\$ 2000
	40 - 30 sec CFRN Corporate Feature		\$ 5000
	15 - 30 sec prime viewing time commercials September	\$ 3000	
	8 - 30 sec Public Service Announcements		\$ 1000
	32 - 30 sec Corporate Feature		\$ 4000
	96 - 30 sec radio spots CJXX Ag show July - Sept. 30	\$ 1200	\$ 3600
	16 - 30 sec radio commercials Ag Show July 1 - Sept 25	\$ 1837	
	19 - 30 sec Premium Reach Plan radio commercials CFCW	\$ 1819	
	25 - 30 sec Premium Reach Plan radio commercials CFCW		\$ 2500
	16 - 30 sec Farm Safety Tips Noon Ag. Show CFCW		\$ 1463
	Subtotal	\$35956	\$31863
October	AWI - Coordinator/Rent/Communications Oct. - Dec.	\$ 500	
December	AWI - Monitor & Evaluate Production/Broadcasts		\$ 500
	120 - 30 sec CISA air time October - November		\$12000
	18 - 30 sec CFRN prime viewing time commercials Oct. Dec	\$ 3500	
	12 - 30 sec CFRN Public Service Announcements		\$ 1500
	24 - 30 sec CFRN Corporate Feature		\$ 3000
	Nov 1 0 Nov. 10 Booth AGRI-Trade Fair/Staffing		\$ 2450
	96 - 30 sec radio spots CJXX Ag show Oct. - Dec. 30	\$ 1200	\$ 3600

Detailed Project Work Plan, Schedule And Costs

	Expense Items	CASP Contribution	Matching Contribution
	16 - 30 sec radio commercials Ag Show Oct. Dec. CFCW	\$ 1837	
	12 - 30 sec Premium Reach Plan radio commercials CFCW	\$ 1213	
	24 - 30 sec Premium Reach Plan radio commercials CFCW		\$ 2500
	CFCW Safety Contest Computer December 7		\$ 2875
	16 - 30 sec Farm Safety Tips Noon Ag. Show CFCW		\$ 1463
	Subtotal	\$ 8250	\$29888
January	AWI - Coordinator/Rent/Communications January - March	\$ 500	
March	AWI - Monitor & Evaluate Production/Broadcasts		\$ 500
	48 - 60 sec RDTV-WWFS Kids' Contest	\$ 7200	
	48 - 60 sec CISA WWFS Kids' Contest	\$ 7200	
	32 - 30 sec radio spots CJXX Ag show Jan. 1 - 30	\$ 400	\$ 1200
	11 - 30 sec radio commercials Ag Show Jan. - Feb. 26	\$ 1271	
	11 - 30 sec Farm Safety Tips Noon Ag. Show		\$ 1012
	March 1 to March 10 Booth Ag Expo/ Staffing		\$ 2450
	Computers CISA/RDTV		\$ 6000
	Trip for family of 4 to Disneyland		\$ 6500
	Pizza Prizes (Pizza Hut)		\$ 6500
	News Story production & air - RDTV		\$ 750
	News Story production & air - CISA		\$ 750
	Project Evaluation & Post Analysis		\$ 3000
	Subtotal	\$16571	\$28662
	Project Subtotal	\$89991	\$137388
	Project Total		\$227379

Becomes phone in 2 sec

Airtime

2000 2000

*Scheduling to be confirmed with Farm Safety Program.

*Air time costs vary from \$50 to 200 per slot.

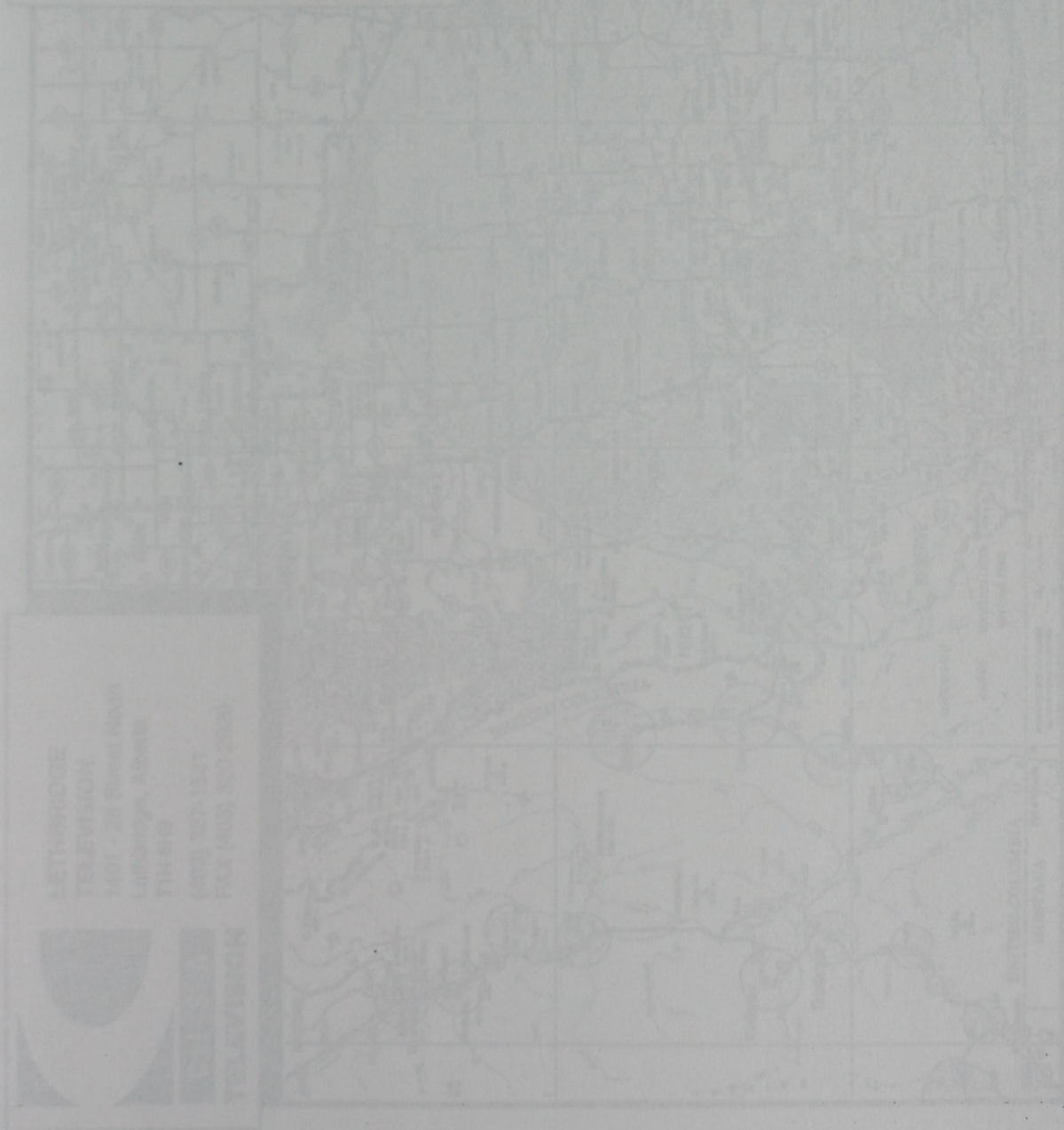
*AWI Board of Directors:

Will meet evaluate & monitor production broadcasts throughout project.

The Alberta Women's Institutes' board consists of 9 representatives. The majority of members are farmers or retired farmers and are qualified to be farm representatives.

Appendix "B"

Map of CISA Coverage Area





LETHBRIDGE TELEVISION

1401 - 28 Street North
Lethbridge, Alberta
T1H 6H9

C I S A
TELEVISION

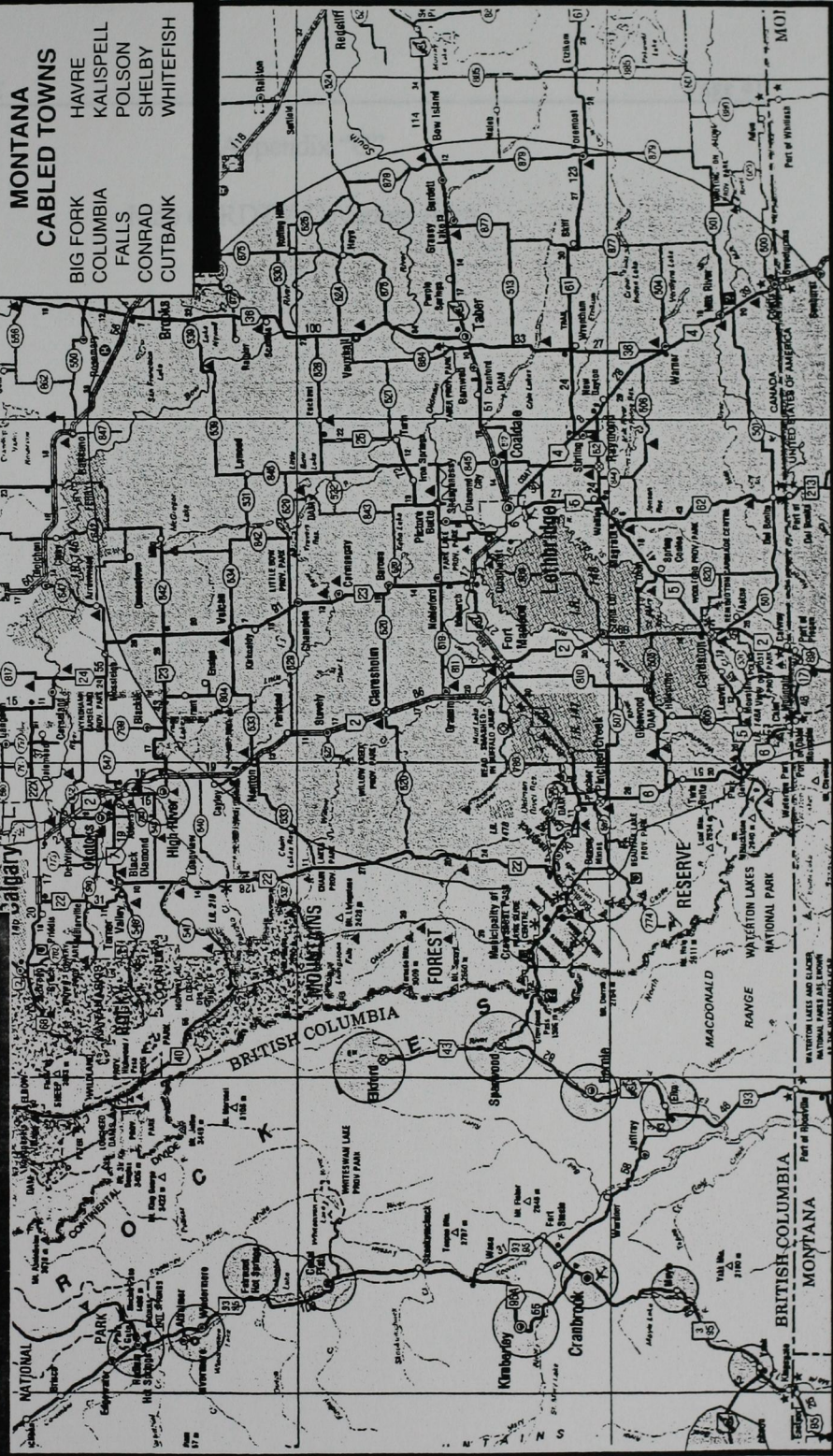
(403) 327-1521
FAX (403) 320-2620

DISTANT CANADIAN CABLED HOMES

CROWNEST PASS 3700
SPARWOOD, ELKFORD 3300
FERNIE 2500
KIMBERLEY 3000
CRANBROOK 8000
CRESTON, YAHK 3200
CANAL FLATS, RADIUM
FAIRMONT, INVERMERE 3100
OKOTOKS, HIGH RIVER 4100

MONTANA CABLED TOWNS

BIG FORK
COLUMBIA
FALLS
CONRAD
CUTBANK
HAVRE
KALISPELL
POLSON
SHELBY
WHITEFISH



Appendix "C"

Map of RDTV Coverage Area

Appendix "D"

Map of CFRN Coverage Area

Red Deer
Grande Prairie
Peace River
Fort McMurray
For further information
contact:

CFRN Television Sales

Tel 403-483-3311

Fax 403-486-4217

CTV National Sales

Toronto 416-395-4100

Montreal 514-282-1845

Vancouver 604-698-2868

U.S.A.

Myers Communications

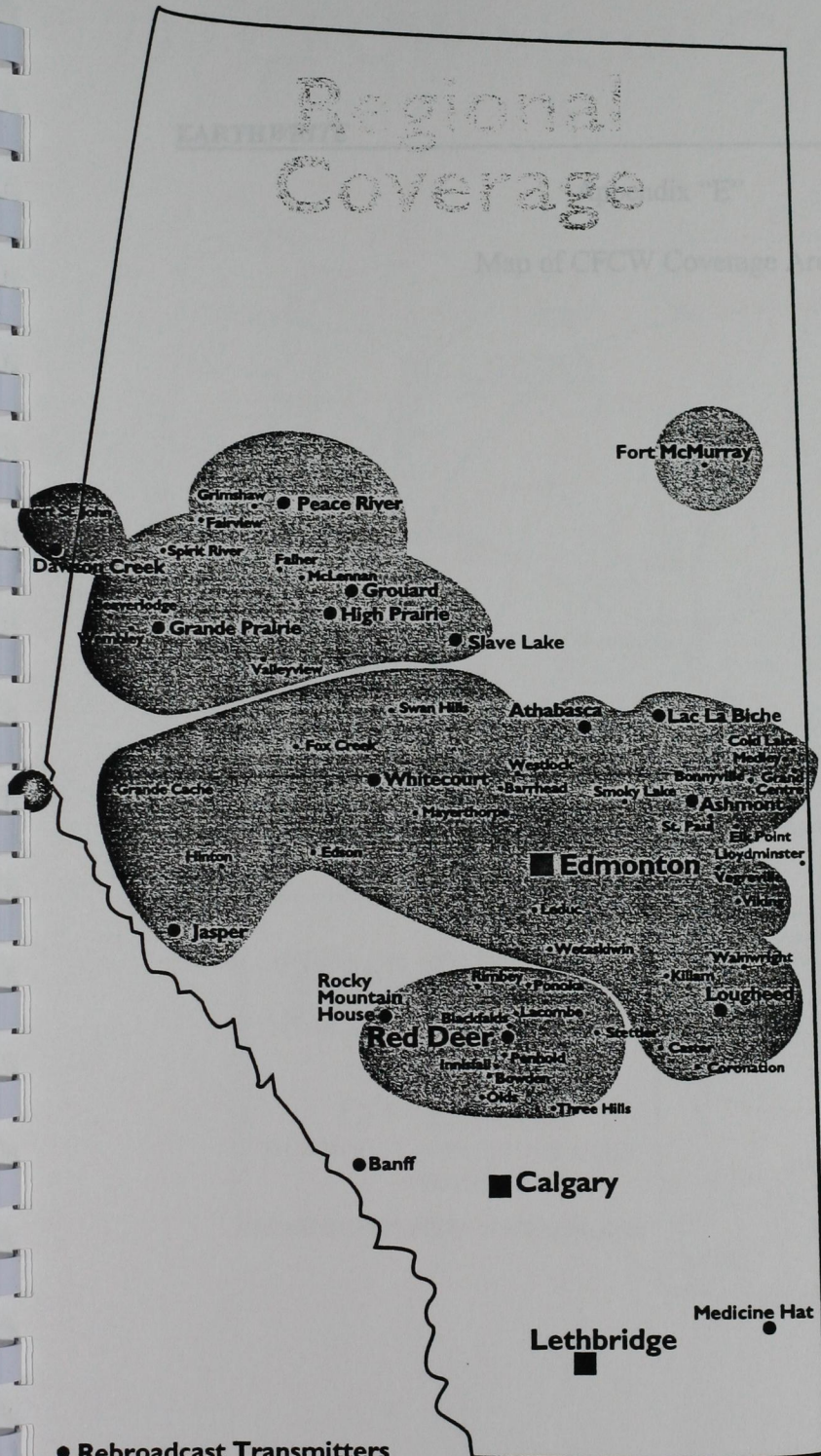
New York 212-764-3566

Coverage Area
CFRN

• Rebroadcast Transmitters

Regional Coverage

Map of CFCW Coverage



Separate Regional Coverage available in

Red Deer

Grande Prairie/Peace River

Fort McMurray

For further information contact:

CFRN Television Sales

Tel 403-483-3311

Fax 403-486-4217

CTV National Sales

Toronto 416-595-4100

Montreal 514-282-1845

Vancouver 604-608-2868

U.S.A.

Myers Communications

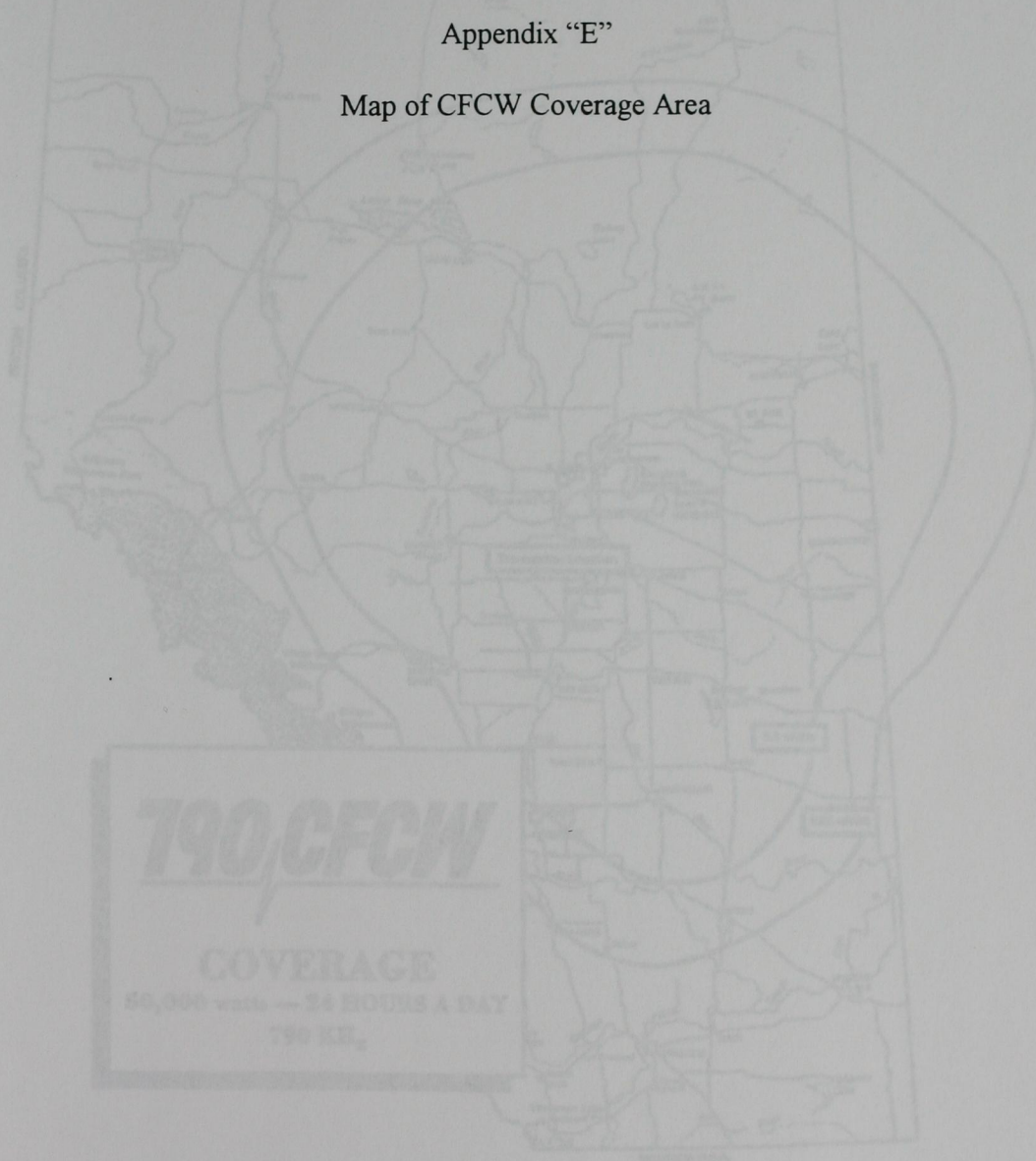
New York 212-764-5566

Coverage Area

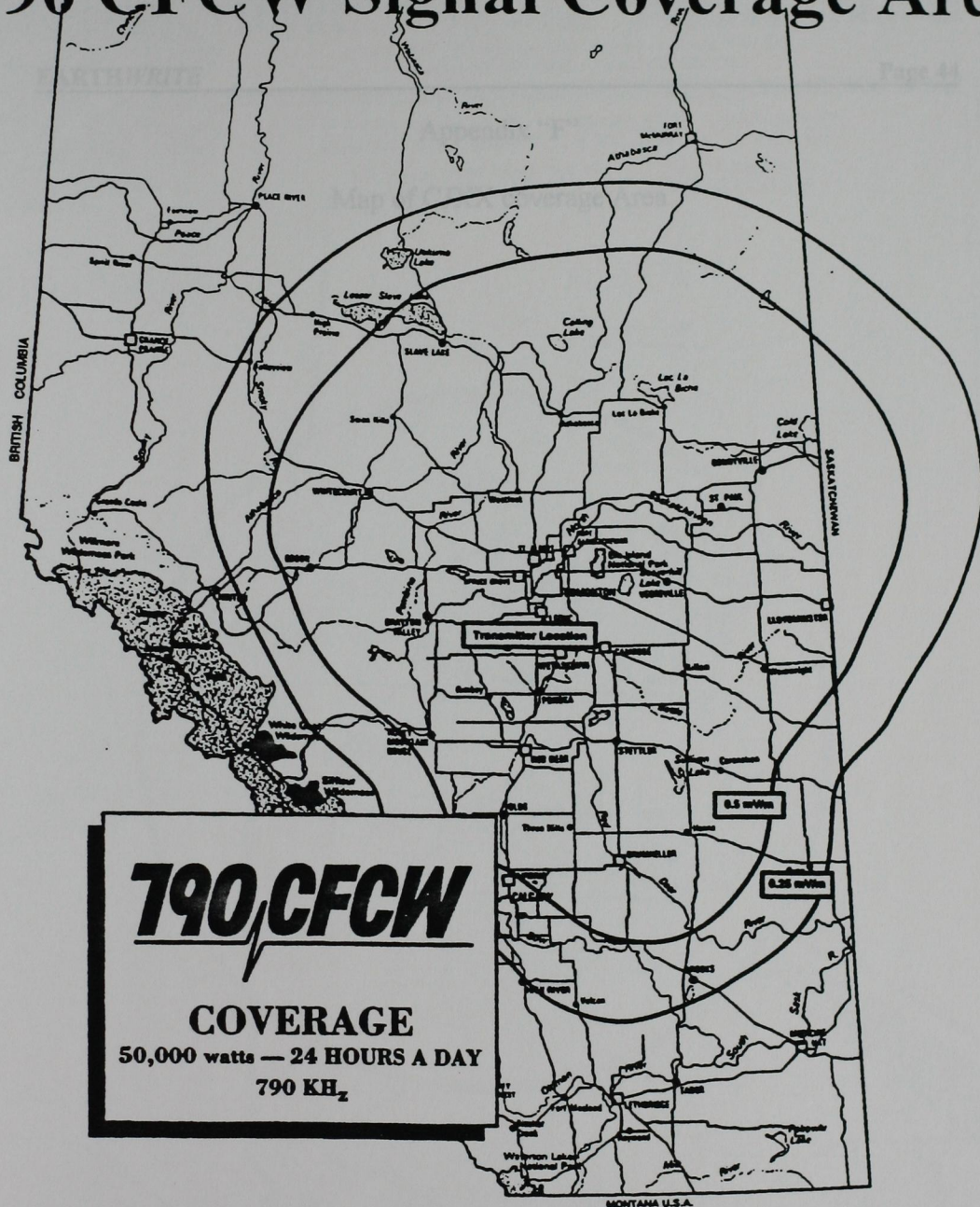


Appendix "E"

Map of CFCW Coverage Area



790 CFCW Signal Coverage Area

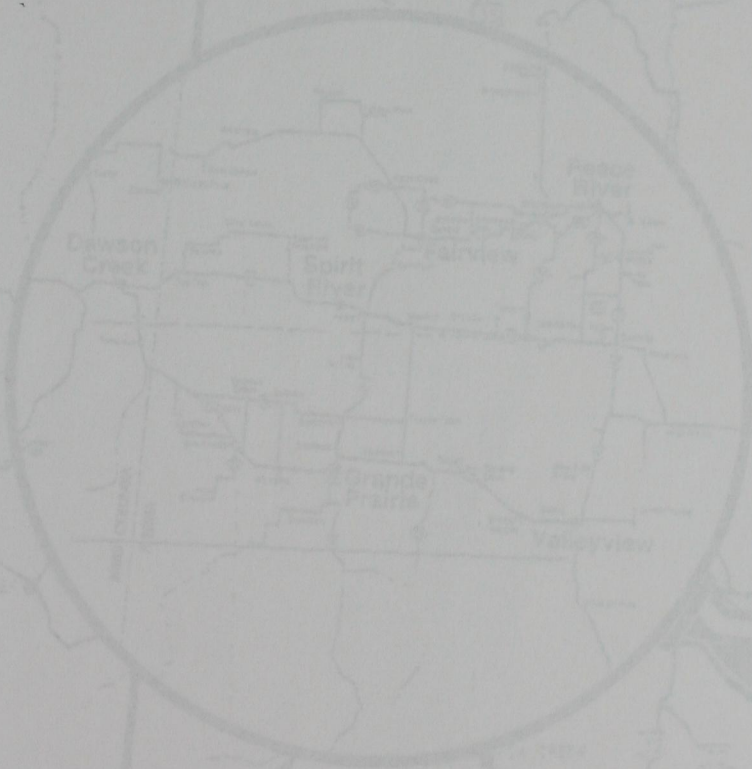


Appendix "F"

Map of CJXX coverage Area

BRITISH COLUMBIA

ALBERTA



WILLIAMS

JASPER



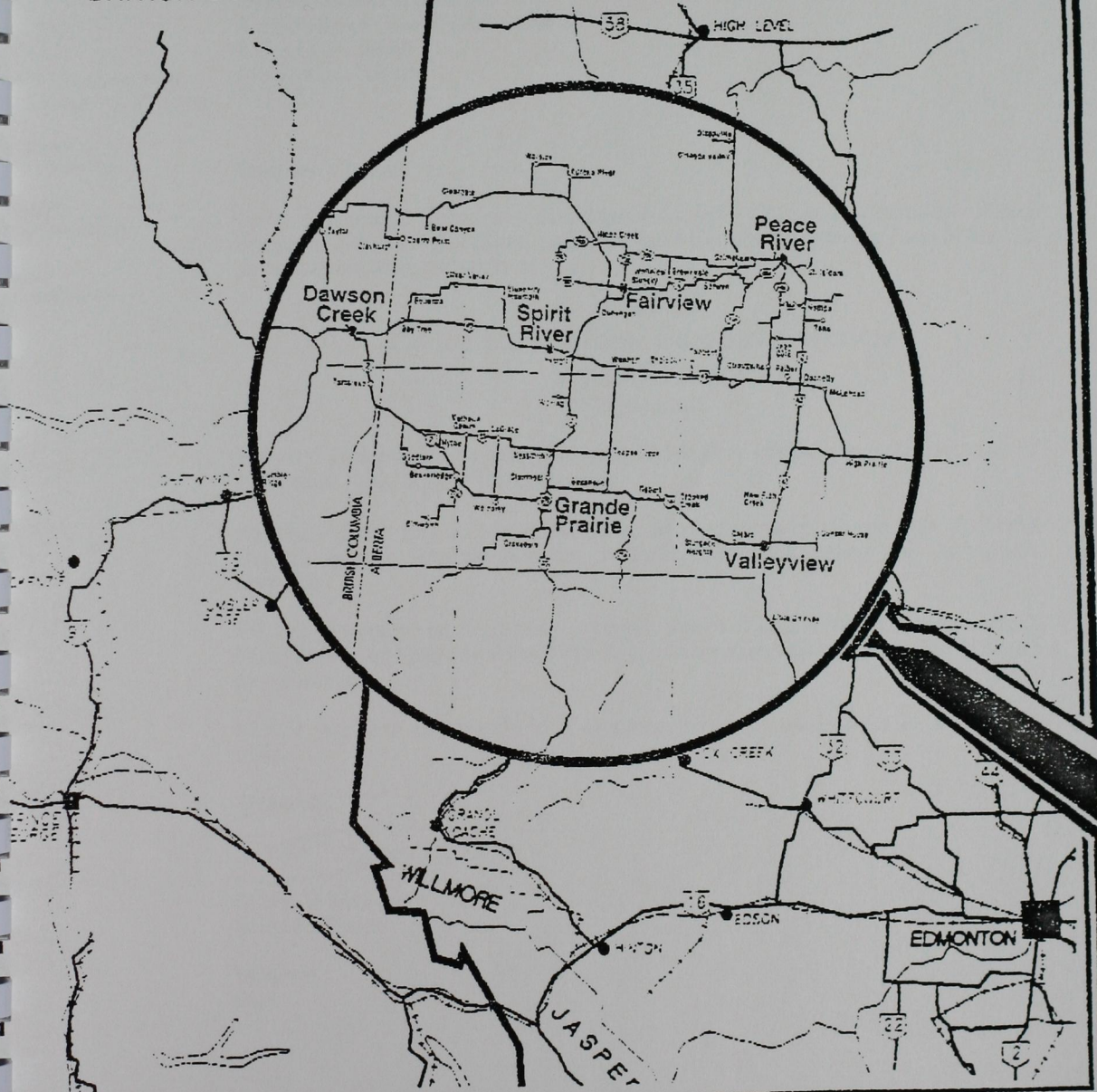
COUNTRY 840 CJXX - GRANDE PRAIRIE

#202 9817 - 101 Avenue, Grande Prairie, Alberta T8V 0X6
Phone: (403) 532-0840 • Fax: (403) 558-1266

RADIO 840 KHZ • FORMAT - COUNTRY
25,000 WATTS DAY • AM STEREO

BRITISH COLUMBIA

ALBERTA



Appendix "G"

Letter from CISA Television to School Superintendents

Dr. Gary Kiernan
Superintendent of Schools
Lethbridge School Division No. 51
433 - 15 St. South
Lethbridge, Alberta
T1J 2Z5

Dear Dr. Kiernan,

CISA Lethbridge Television in conjunction with Canadian Agriculture Safety Program, Alberta Agriculture, and Agri Food Canada are offering each School in your division an opportunity to . . .

WIN!
Complete Pentium Computer System
with CD Rom
(\$2,899.00)

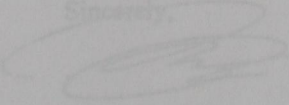
We need your assistance in encouraging Grade Five Teachers to participate in our "Win With Farm Safety" Class Contest.

Attached please find a copy of the letter sent out to all the Grade Five Teachers and Principals in Southern Alberta, briefly explaining the concept and the process involved.

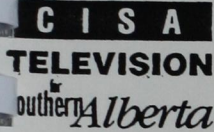
We are pleased to participate in a project that will both educate students about Farm Safety, and provide a Southern Alberta school an opportunity to win a brand new computer.

Should you have any questions or concerns, please do not hesitate to contact our office.

Sincerely,


Michelle McCann
Sales Assistant

MM/vm
encl.



September 25, 1997

401 • 28 Street North
Lethbridge, AB T1H 6H9

Telephone
303 • 327 • 1521

Facsimile
303 • 320 • 2620

Website
www.cisatv.com

Dr. Gary Kiernan
Superintendent of Schools
Lethbridge School Division No.51
433 - 15 St. South
Lethbridge, Alberta
T1J 2Z5

Dear Dr. Kiernan,

CISA Lethbridge Television in conjunction with Canadian Agriculture Safety Program, Alberta Agriculture, and Agri Food Canada are offering each School in your division an opportunity to . . .

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**Complete Pentium Computer System
with CD Rom**

(\$2,800 value)

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We are pleased to participate in a project that will both educate students about Farm Safety, and provide a Southern Alberta school an opportunity to win a brand new computer.

Should you have any questions or concerns, please do not hesitate to contact our office.

Sincerely,

A handwritten signature in black ink, appearing to read 'Michelle McCann', written over a horizontal line.

Michelle McCann
Sales Assistant

MM/vm
encl.

Appendix "H"

Letter from CISA Television to School Principals

September 25, 1997

Agnes Davidson School
2103 - 20 Street South
Lethbridge, Alberta
T1K 2G7

ATTENTION: Ed Wilson

CISA Lethbridge Television in conjunction with Canadian Agriculture Safety Program, Alberta Agriculture, and Agri Food Canada are offering your School an opportunity to ...

WIN!
Complete Pentium Computer System
with CD Rom
(\$2,800 value)

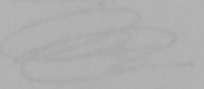
We need your assistance in encouraging your Grade Five Teacher(s) to participate in our "Win With Farm Safety" Class Contest.

Attached please find a copy of the letter sent out to all the Grade Five Teachers in Southern Alberta, briefly explaining the concept and the process involved.

We are pleased to participate in a project that will both educate students about Farm Safety, and provide a Southern Alberta school an opportunity to win a brand new computer.

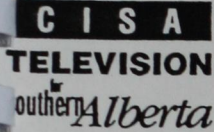
Should you have any questions or concerns, please do not hesitate to contact our office.

Sincerely,


Michelle McCann
Sales Assistant

MJM/vm
encl.

Letter to Principals.



1401 • 28 Street North
Lethbridge, AB T1H 6H9

telephone
403•327•1521

facsimile
403•320•2620

website
www.cisatv.com

September 25, 1997

Agnes Davidson School
2103 - 20 Street South
Lethbridge, Alberta
T1K 2G7

ATTENTION: Ed Wilson

CISA Lethbridge Television in conjunction with Canadian Agriculture Safety Program, Alberta Agriculture, and Agri Food Canada are offering your School an opportunity to . . .

WIN!
Complete Pentium Computer System
with CD Rom
(\$2,800 value)

We need your assistance in encouraging your Grade Five Teacher(s) to participate in our "Win With Farm Safety" Class Contest.

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We are pleased to participate in a project that will both educate students about Farm Safety, and provide a Southern Alberta school an opportunity to win a brand new computer.

Should you have any questions or concerns, please do not hesitate to contact our office.

Sincerely,

A handwritten signature in black ink, appearing to be 'Michelle McCann'.

Michelle McCann
Sales Assistant

MM/vm
encl.

Appendix "T"

September 25, 1997

Letter from CISA Television to Grade 5 Teachers

Grade 5 Teacher
School

We would appreciate your assistance in welcoming into your classroom, our

"Win With Farm Safety"
Class Contest

and offer you the opportunity to ...

WIN!**A Complete Pentium Computer System
with CD Rom
(approx. \$1,000 value)**

At the Grade Four level, the Classroom Agriculture Program (CAP) provided an introduction to Agriculture. "Win with Farm Safety" is a group participation project at the Grade Five level which provides the necessary tips on how to practice Farm Safety while living on or visiting a farm.

The contest is simple, yet effective and educational, designed for all Grade Five Classes in Southern Alberta. Since Agriculture is the backbone of our economy, it is indeed important to educate our youth about Farm Safety in a fun and rewarding manner. We need your assistance to add Farm Safety to this year's curriculum.

CISA Television will provide the necessary instructional kit to implement the "Win with Farm Safety" Class Contest into your classroom. We anticipate this project requires roughly 4-5 hours of classroom time to complete.

CISA Television invite each Grade Five class to work together and create a Farm Safety Project. The students can use their imagination to create either a 2-3 minute Video Presentation or a short story book, drawn and colored. The project should depict a safe farm environment or added safety features to farm equipment, buildings or surroundings. Examples:

- A wiring set should be set up away from ropes and equipment.
- Remove any up right ladders from grain bins or buildings.
- Install a padlock on the water closet.



September 25, 1997

Grade 5 Teacher
SCHOOL

We would appreciate your assistance in welcoming into your classroom, our . . .

"Win With Farm Safety" Class Contest

and offer you the opportunity to . . .

WIN! A Complete Pentium Computer System with CD Rom (\$2,800.00 value)

At the Grade Four level, the Classroom Agriculture Program (CAP) provided an introduction to Agriculture. "Win with Farm Safety" is a group participation project at the Grade Five level which provides the necessary tips on how to practice Farm Safety while living on or visiting a farm.

The contest is simple, yet effective and educational, designed for all Grade Five Classes in Southern Alberta. Since Agriculture is the backbone of our economy, it is indeed important to educate our youth about Farm Safety in a fun and rewarding manner. We need your assistance to add Farm Safety to this years curriculum.

CISA Television will provide the necessary instructional kit to implement the "Win with Farm Safety" Class Contest into your classroom. We anticipate this project requires roughly 4-5 hours of classroom time to complete.

CISA Television invite each Grade Five class to work together and create a Farm Safety Project. The students can use their imagination to create either a 2-3 minute Video Presentation or a short story book, drawn and colored. The project should depict a safe farm environment or added safety features to farm equipment, buildings or surroundings. Examples:

- A swing set should be set up away from augers and equipment.
- Remove any up right ladders from grain bins or buildings.
- Install a padlock on the water cistern.

401 • 28 Street North
Lethbridge, AB T1H 6H9

Telephone
403 • 327 • 1521

Facsimile
403 • 320 • 2620

Website
www.cisatv.com

Sponsored by
SA Lethbridge Television
Canadian Agriculture Safety Program
Alberta Agriculture
Patri Food Canada
Lethbridge Sound Lethbridge
Hi-Way Service Inc.
Lethbridge & District Exhibition

Appendix "J"

CISA Contest Winners

1st Place: (Winner of the Grand Prize Pentium Computer system from A & B Sound plus a Pizza Hut Classroom Pizza Party and a commemorative certificate) Eastbrook Elementary in Brooks → Teacher: Tim Johnson.

All of the remaining winners receive a Classroom Pizza Party and a commemorative certificate...

2nd Place: Barnwell School, Barnwell → Teacher: Mrs. D. Walters.

3rd Place: Manyberries School, Manyberries → Teacher: Michelle Koenig.

4th Place: Jennie Emery Elementary School, Coaldale → Teacher: Leonard Saunders.

5th Place: St. Patrick's School, Lethbridge → Teacher: Val Lazaretto.

Plus, special prizes were given:

For "Unique Equipment Modification Ideas" to Manyberries School → Teacher: Michelle Koenig.

For "Unique Farm Safety Ideas" to Graham Greier of Camengay School → Principal: Donna Little.

And for "Outstanding Effort" to Eastbrook Elementary of Brooks → Teacher: Tim Johnson.

And from the votes collected at Ag-Expo, the "People's Choice Award" winner is Warner School, Warner → Teacher: Jerry Crapo.



WIN WITH FARM SAFETY CONTEST GRADE 5 CLASS WINNERS

1st Place: (Winner of the Grand Prize Pentium Computer system from A & B Sound plus a Pizza Hut Classroom Pizza Party and a commemorative certificate) Eastbrook Elementary in Brooks → Teacher: Tim Johnson.

All of the remaining winners receive a Classroom Pizza Party and a commemorative certificate...

2nd Place: Barnwell School, Barnwell → Teacher: Mrs. D. Walters.

3rd Place: Manyberries School, Manyberries → Teacher: Michelle Koenig.

4th Place: Jennie Emery Elementary School, Coaldale → Teacher: Leonard Saunders.

5th Place: St. Patrick's School, Lethbridge → Teacher: Val Lazaretto.

Plus, special prizes were given:

For "Unique Equipment Modification Ideas" to Manyberries School → Teacher: Michelle Koenig.

For "Unique Farm Safety Ideas" to Graham Grenier of Carmangay School → Principal: Donna Little.

And for "Outstanding Effort" to Eastbrook Elementary of Brooks → Teacher: Tim Johnson.

And from the votes collected at Ag-Expo, the "People's Choice Award" winner is Warner School, Warner → Teacher: Jerry Crapo.



"Win with Farm Safety"

Page 1

Appendix "K"

CISA Contest Information

CISA Television is a national television network hosted by a well known CISA personality with a positive message for Farm Safety. Students will be provided with valuable, easy to understand information about living and playing safely on a farm. The video will include the themes of Farm Safety and the classroom will be encouraged to take part in the "Win with Farm Safety" Class Contest. Contest details, paper suggestions, drawings and of course... the PRIZES available for the class will be outlined.

Once the class has completed their project, the teacher submits the class project for judging prior to February 15, 2004. Entries that will be selected, and displayed at Ag Expo South & West 2004 providing the public an opportunity to help select an overall winner. The overall winner will win a complete Computer System for their school. One each of the remaining 15 finalists will receive a consolation prize of a Farm Safety Package for their classroom. CISA News will feature stories about the contest and will announce the winning school on our Prime Time CISA news program in March of 2004.

A complete Teacher's Resource Package will be delivered the first week of December. The package will include:

- Complete step by step manual for teacher's reference
- Video Presentation
- 24"x30" Poster, Proud Farmer, "Win with Farm Safety" School Contest
- 30 Personal Information and Consent forms for children to participate in the project as it may appear on television
- 30 Hand Out on Farm Safety "Tag" that incorporates the Farm Safety Vignettes shown on CISA Television
- Information on the Prize Party, Farm Photo Highlights for the 15 Finalists
- Grand Prize Information: Complete Computer System from A&B Sound

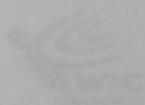
Should you have any questions submit our contact please do not hesitate to contact our office.

We encourage your class to participate in our "Win with Farm Safety" Class Contest!

Please confirm your participation via:

Michelle McCam
CISA Lethbridge Television
1401 - 74 Street North
Lethbridge, Alberta T1J 6H9

Phone: (403) 327-1521
Fax: (403) 328-2670
e-mail: mcam@winc.ca



We look forward to hearing from you!

CISA Television will provide a video presentation hosted by a well known CISA personality with a positive message on Farm Safety. Students will be provided with valuable, easy to understand information about living and playing safely on a farm. The video will include the benefits of Farm Safety and the classroom will be encouraged to take part in the *"Win with Farm Safety"* Class Contest. Contest details, project suggestions, examples and of course.... the PRIZES available for the class will be outlined.

Once the class has completed their project, the teacher submits the class project for judging prior to February 16, 1998. Twenty finalists will be selected, and displayed at Ag Expo March 4-7, 1998 providing the public an opportunity to help select an overall winner. The overall winner will win a complete **Computer System** for his/her school, and each of the remaining 19 finalists will receive a consolation prize of a **Pizza Party Package** for their classroom. CISA News will feature stories about the contest and will announce the winning school on our Prime Time CISA News at 6pm & 11pm in March of 1998.

A complete *Teachers Material Package* will be delivered the first week of December. The package will include:

- ✓ • Complete step by step manual for teachers reference
- ✓ • Video Presentation
- ✓ • 24"x30" Poster, Proud Participants - *"Win with Farm Safety"* School Contest
- ✓ • 30 Parental Information and Consent forms for children to participate in the project as it may appear on television.
- ✓ • 30 Hand Outs on Farm Safety "Tips" that summarizes the Farm Safety Vignettes shown on CISA Television
- ✓ • Information on the Pizza Party Prize Packages eligible for the 19 Finalists
- ✓ • Grand Prize Information: Complete Computer System from A&B Sound

Should you have any questions and/or comments, please do not hesitate to contact our office.

We encourage your class to participate in our *"Win with Farm Safety"* Class Contest!

Please confirm your participation to:

Michelle McCann
CISA Lethbridge Television
1401 - 28 Street North
Lethbridge, Alberta T1H 6H9

Phone: (403) 327-1521
Fax: (403) 320-2620
e-mail: mmccann@wic.ca



We look forward to hearing from you!

"Win with Farm Safety"

Class Contest

CISA Television, Canadian Agriculture Safety Program, Alberta Agriculture and Agri-Food Canada and our local sponsors are pleased your classroom will be participating in our *"Win with Farm Safety"* Class Contest.

Projects can be a 2-3 minute video or a short story book, written and illustrated, depicting how a farm accident may be prevented. Farm safety involves all aspects of the farm; livestock handling, use of farm implements and vehicles, family and pets, personal safety habits, buildings and maintenance, proper use of hazardous chemicals, safe harvest practices and the list goes on. The enclosed video and tips sheet explains the contest and give examples of safe farming practices.. We encourage the use of props, paint, fabrics, recyclable material etc. and most of all, your imagination, to create this project.

Grand Prize awarded will be a complete Pentium computer package with CD ROM from A & B Sound and a class pizza party from Pizza Hut and, an opportunity to appear on CISA Television. Semi finalists (19) and People's Choice (5) winners will also receive class pizza parties from Pizza Hut.

WITH YOUR STUDENTS:

- watch the *"Win with Farm Safety"* video.
- review **safety tips and judging criteria** sheets (take home).
- review **consent form/parent information** sheets - ask students to return **signed forms** (take home).
- discuss **prize packages** and **participating sponsors**.
- encourage students to **discuss ideas** with family/friends.
- distribute **stickers & posters** (take home).
- hang large **posters** in your school/classroom.
- **brainstorm** *"Win with Farm Safety"* contest ideas and **make plans**.
- **Create** your project. (Use How To Video instructions if applicable)
- **Submit project** and **consent forms** no later than **February 6th, 1998**
- **Judging** of contest entries and **"People's Choice"** awards will take place on Saturday, March 7th, 1998 at center stage of the North American Seed Fair during Ag Expo. CISA Television's very own Agricultural Announcer, Ian McDonald and a panel of judges will make the final decision.
- **QUESTIONS** and/or **SUBMISSIONS**: Michelle McCann @ CISA Television, 1401-28th Street North, Lethbridge, Alberta T1H 6H9, Phone 403-327-1521 or Fax 403-320-2620

"Win With Farm Safety"

Safety Tips

Some farm safety tips taken from Video Vignettes to help you with your project and share with your family and friends.

- **PTO Shafts have swift-moving components.** *Covers* on PTO Shafts will minimize potential injury and *routine maintenance* checks will *alert* you to any equipment malfunctions. And, by taking the extra time to tuck-in clothing, button up shirts or removing drawstrings from garments, clothes are less likely to get caught in moving parts.
- **Give Kids a Place to Play:** Allocating *designated play areas* far way from farm equipment and access roads are positive safety measures taken to ensure *children's safety* when playing outdoors.
- **Take a Break:** Farming requires *long hours* under difficult conditions therefore taking *well deserved breaks* will help you feel refreshed and alert while working with equipment.
- **Follow a Routine:** Following the *same routine* when handling livestock can *prevent potential injury*. These creatures of habit will be less likely to place you in a dangerous situation if each day they are handled in the same manner. Even family members can follow a daily routine; let one another know your daily schedule so you may be alerted to anything unusual.
- **Keep Protective Covers on Equipment:** Augers, bailers and combines have several moving parts. *Keeping these covered* and fingers, hands, clothing and tools away, will prevent loss or injury. *If it moves, keep it covered.*
- **Place Pad Locks on Grain Bins:** *Locks* secure your grain and will also ensure children *cannot climb into them*. Making grain bin access impossible for children can prevent serious injury.
- **Fence-Off Dug-Outs and Wells:** *Fencing off* these *dangerous areas* will ensure they won't become an inviting play place for children or an unsafe path for curious livestock and pets.
- **Turn off Farm Equipment before getting out:** *Turning off* the engine or motor on equipment may take a moment, but it can *save a life or a limb*.

PARENTS! PARENTS! PARENTS!

"Win With Farm Safety" is an exciting and educational opportunity for your child to win a COMPLETE COMPUTER PACKAGE or A COOL PIZZA PARTY for their class? Even a chance to be on **CISA Television!**

Your School in partnership with CISA Television, Canadian Agriculture Safety Program, Alberta Agriculture and Agri-Food Canada will help you do just that - with our *"Win with Farm Safety"* School Contest.

With the assistance of parents, teachers, an information video and, their grade 5 classmates your children will produce a 2-3 minute video or a short story book depicting farm safety.

Our **Sponsors** thank you for your **consent** and your **support** in providing your children with ideas, some discussion on Farm Safety and whatever materials they may need to complete their project. With all Your support, and our Sponsors - This contest is made possible!

Finalists will be displayed at Ag Expo in March 1998. We hope you will join us.

DON'T DELAY - SEND YOUR CONSENT FORM BACK TO SCHOOL TODAY!

Appendix "L"

Criteria for Judging Entries

REALISTIC

Farm safety solutions or modification ideas to existing equipment or buildings must be realistic in that "Today's Farmer" could implement them.

CLARITY OF MESSAGE

Project Viewer must get a "clear message" of your safety solution.

ORIGINALITY/CREATIVITY

Original and Creative concept and presentation - **BE CREATIVE** - Take time to think of unusual/uncommon safety situations.

ARTISTIC PRESENTATION

Use of props, color, papers, paints, home made items, natural mediums, acting, recyclable material, etc.

JUDGING - "Win with Farm Safety" Contest

REALISTIC

Farm Safety **solutions** or **modification** ideas to existing equipment or buildings must be **realistic** in that *"Today's Farmer"* could implement them.

CLARITY OF MESSAGE

Project Viewer must get a **"clear message"** of your **safety solution**

ORIGINALITY/CREATIVITY

Original and Creative concept and presentation - **BE CREATIVE** - Take time to think of unusual/uncommon safety situations.

ARTISTIC PRESENTATION

Use of props, color, papers, paints, home made items, natural mediums, acting, recyclable material, etc.

Appendix "M"

Letter to Solomon Kyeremanteng, AAFRD from Anne Graham, CISA

ALBERTA AGRICULTURE
EDMONTON, AB

ATTENTION: SOLOMON KYEREMANTENG

RE: A SAFE FARM IS A GREAT PLACE TO GROW

DEAR SOLOMON,

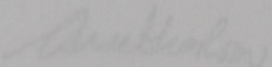
THIS LETTER IS IN RESPONSE TO YOUR REQUEST TO EVALUATE THIS PROGRAM.

DUE TO THE FACT THAT THE PROGRAM STARTED BACK IN THE SPRING OF 98 AND OUR CONTEST GIVE-A-WAYS WERE DURING THE SUMMER, IT IS IMPOSSIBLE FOR ME TO FILL IN YOUR TRACKING FORMS WITH THE NAMES OF THE WINNERS. HAD I RECEIVED THIS REQUEST AT THE BEGINNING, I COULD HAVE DONE SO. I CANNOT ACCESS THE "LOGGER" TAPES AS WE ONLY KEEP THEM FOR A 30 DAY PERIOD, AND THE "WIN SHEETS" ARE DISCARDED AFTER 60 DAYS. I CAN TELL YOU FROM RECOLLECTION THAT WE WERE RECEIVING APPROXIMATELY 30 CALLS PER DAY WHEN WE WERE DOING CONTESTING FOR THE PRIZES YOU SUPPLIED.

AGAIN, I APOLOGIZE FOR ANY INCONVENIENCE THIS MAY CAUSE YOU. HOWEVER, I WAS NOT AWARE THAT YOU REQUIRED THIS SORT OF DOCUMENTATION. I CAN ASSURE YOU THAT IN THE FUTURE WE WILL DOUBLE CHECK WITH YOU AND MAKE SURE THAT THIS IS DONE.

I TRUST YOU FIND THIS IN ORDER AND IF YOU HAVE ANY FURTHER QUESTIONS OR CONCERNS PLEASE FEEL FREE TO CONTACT ME AT 532-0840.

SINCERELY,



ANNE GRAHAM, CISM
RETAIL SALES MANAGER
COUNTRY 940 CIXX RADIO



A MONARCH BROADCASTING COMPANY
FEBRUARY 10, 1999

Appendix "N"

Example of Children's List of Tips

ALBERTA AGRICULTURE
EDMONTON, AB

ATTENTION: SOLOMON KYEREMANTENG

RE: A SAFE FARM IS A GREAT PLACE TO GROW

DEAR SOLOMON:

THIS LETTER IS IN RESPONSE TO YOUR REQUEST TO EVALUATE THIS PROGRAM.

DUE TO THE FACT THAT THE PROGRAM STARTED BACK IN THE SPRING OF 98 AND OUR CONTEST GIVE-A-WAY'S WERE DURING THE SUMMER, IT IS IMPOSSIBLE FOR ME TO FILL IN YOUR TRACKING FORMS WITH THE NAMES OF THE WINNERS. HAD I RECEIVED THIS REQUEST AT THE BEGINNING, I COULD HAVE DONE SO. I CANNOT ACCESS THE "LOGGER" TAPES AS WE ONLY KEEP THEM FOR A 30 DAY PERIOD, AND THE "WIN SHEETS" ARE DISCARDED AFTER 60 DAYS. I CAN TELL YOU FROM RECOLLECTION THAT WE WERE RECEIVING APPROXIMATELY 30 CALLS PER DAY WHEN WE WERE DOING CONTESTING FOR THE PRIZES YOU SUPPLIED.

AGAIN, I APOLOGIZE FOR ANY INCONVENIENCE THIS MAY CAUSE YOU, HOWEVER, I WAS NOT AWARE THAT YOU REQUIRED THIS SORT OF DOCUMENTATION. I CAN ASSURE YOU THAT IN THE FUTURE WE WILL DOUBLE CHECK WITH YOU AND MAKE SURE THAT THIS IS DONE.

I TRUST YOU FIND THIS IN ORDER AND IF YOU HAVE ANY FURTHER QUESTIONS OR CONCERNS PLEASE FEEL FREE TO CONTACT ME AT 532-0840.

SINCERELY,

ANNE GRAHAM, CMM
RETAIL SALES MANAGER
COUNTRY 840 CJXX RADIO

Appendix "N"

Example of Children's List of Tips

Ma Caitlyn Breen
crew Bognor Eden
4762-99 street
Edmonton AB T6E 5M5
Dear Ma Breen

- My farm safety tips are:
- Don't climb on farm machinery.
- Don't climb on grain bins.
- Make sure there is only one person on the machinery while being operated.
- Don't jump off machinery.
- Be careful around grain trucks.
- Don't be around mowing equipment.
- Don't fly kites around power lines.
- Don't climb power lines or trees around them.
- Don't stand behind the chopper on a combine.
- Don't fool around with electric fences.
- Look both ways before you cross the road.

Box 36

New Norway AB, TCB-340

Sept 10/98

Ms. Caitlynn Reesor

CFCW AgriServices Editor

4752-99 street

Edmonton AB T6E 5H5

Dear Ms. Reesor:

- My farm safety tips are:
- Don't climb on farm machinery.
- Don't climb on grain bins.
- Make sure there is only one ^{person} _{the} in farm machinery while being operated.
- Don't jump off machinery.
- Be careful around grain trucks.
- Don't be around moving equipment.
- Don't fly kites around power lines.
- Don't climb power poles or trees around them.
- Don't stand behind the chopper on a combine.
- Don't fool around with electric fences.
- Look both ways before you cross the road.

- When you're driving equipment don't fool around.
- Take good care of your pets around farm equipment.
- Don't fool around with lawn mowers.
- Make sure you know where your kids are around the harvest season.
- Watch out for hoists.

Sincerely,
Victoria Luckwell
Victoria Luckwell

Dear Ms. Reesor,

I think farm safety is very important because I live on a farm. I think this is the way to help with farm safety.

You shouldn't play around any kind of machine with a power take off. It could take off your arm or kill you. Don't play around a running bailer, the teeth could grab you and it could be deadly. Or the bailer's belts could catch onto clothing and pull you in then the bars that turn the belts could crush you. You should never play around a running combine because the belts could rip off your arm or leg. At the front you should be very careful because clothing could get caught on one of the pick up teeth and could pull you in. Then the the auger would squish and kill you. You should always shut down the machinery when you leave. Always wear a helmet when you go triking or quading. You should only have one person in a tractor unless it is a two seater.

You should never bug the pigs because the boars could bite off your arm or leg. You shouldn't bug the cows because they could charge you. You shouldn't stand behind a horse because it could kick you. You should close the gates to animals' pens because they could get loose.

You shouldn't jump on the bales because you could fall off or get stuck in a hole. You should always tell your parents where you are going.

You shouldn't play around the manure tanks and lagoons because you could fall in and die. Don't play around the the ponds or dugouts because you could drown. Don't go skating on the ponds until your parents say the ice is safe and that you can go skating on it.

You should not play in a grainery full of grain because the grain could suffocate you. You shouldn't smoke around gas tanks. You should not smoke in a grainery.

I think this contest could help save lots of lives.

Sincerely,
Joshua Ulliac

Appendix "O"

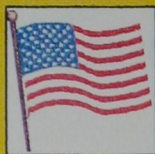
Winning CFCW Entry

Dear CFCW,

I am a grade 5 student in Smith School I would like to enter your farm safety tips contest my rules are:
Never play on a running track.
Never stand behind a horse with out it knowing who you are.
Don't tease bulls when you are in their pens.

Yours truly,

Trent
Trent



Box 270 Smith, AB T0G 2B0
October 5, 1998



Edmonton, AB T6E 5H5.

Dear CFCW;



I am a grade 5 student in Smith
School I would like to enter your
farm safety tips contest my rules are;
Never play on a running track.
Never stand behind a horse without
it knowing who you are.



Don't tease bulls when you are in
their pens



Yours truly,

Trent pens
Trent.



Appendix "P"

Other CFCW Contest Entries



FARM SAFETY TIPS

790 CFCW

October 1, 1998

4752 99 Street
Edmonton, AB T6E 5H5

Dear CFCW,

Hello, I am a grade 5 student from Smith School writing to give you some of my farm safety tips. By the way, I think this contest is a great idea. It really gets people thinking that there is

alot of safety involved in farming, and that if you treat dangerous objects with respect we can grow up on a healthy and accident

free farm. Anyway, here is my personal list of ways to keep a farm a safer place to be:

1. Don't play around running farm vehicles because it can lead to serious injury and sometimes even death.

2. Always treat farm animals such as horses with respect because they have have powerful rear legs and will use them if spooked.

3. When using firearms be wise and use caution considering these machines can be deadly!

Your's Truly,
Willem DeGrace



SAM HANCIK

c/o Clive School
General Delivery
Clive, Alta.
TOC OYO

790 CFCW
4752-99 Street
Edmonton, Alta
T6E 5H5

Attention: Caitlynn Reesor

Dear: Ms. Reesor

Hi my name is Sam Hancik. I live on a farm just outside of Clive. I like it here because it is a safe farm. We don't have any big farm equipment we just have little things but it can still hurt you if you're not careful. My friend lives on a farm too and his dad got his fingers caught in a chain and had to get stitches. I have another friend and he had a farm accident with an auger. The handle hit the top of his eye and he had to get stitches.

**"A SAFE FARM IS A GOOD PLACE TO
GROW"**

from Sam

FARM TIPS



CRW Agri-Service Editor
4750-19 Street
Edmonton, Alberta
Canada T6E 5H5

JSC 1
SSC 7
F 2
FMA 3
Fml 8
TMA 2
Tnp 7
OC 10 CA 2
OB 9

Dear Mr. Reason:

to don't live on a farm,
but to live in a farm
community. Here are some
farm tips.

① Lie long hair back if you
are around running machinery
in case it gets caught in
machines.

② Please play on hay bales
for they can fall on your power
lines.

③ Don't fly kite around
lines for you may get electrocuted.

④ Don't try to include untame
animals in anything. It can
cause severe injuries.

Thank you for your
time.

Sincerely,
Lindsay, Home



Appendix "Q"

Letter from CFCW to Prospective Participants

CALLING ALL GRADE 5 & 6 TEACHERS!

790 CFCW AND ALBERTA AGRICULTURE PRESENTS...

"FARM SAFETY TIPS"

Just as reading, writing and arithmetic are important tools learned in school, safety is an important tool to be learned around the home. This is even more important around the farm where someone's place of work is also their home. So, Alberta Agriculture and 790 CFCW have teamed together to bring you "Farm Safety Tips".

"Farm Safety Tips" is a contest we will be running during our Alberta at Noon program, with Agri-Services Editor Cathryn Reesor. We are asking grade 5 & 6 students from around north-central Alberta to mail in their "Farm Safety Tips".

The winning entry will receive four tickets to the CFCW Luxury Suite to an Edmonton Oilers hockey game, as well as farm safety T-shirts for the winner's entire class.

To enter, just get your students to mail us a letter explaining their "Farm Safety Tips". The letters have to be in by October 24th, the winner will be announced on October 16th. Mail your letter to, 4752-99 Street, Edmonton, Ab., T6E 5H5.

Remember a "Safe Farm is a Great Place to Grow".

For information, please call:

Cathryn Reesor
CFCW Agri-Services Editor
Ph: 437-4227
Fax: 438-6397

Appendix "R"

Map of Alberta's Health Regions

CALLING ALL GRADE 5 & 6 TEACHERS!
790 CFCW AND ALBERTA AGRICULTURE PRESENTS...

"FARM SAFETY TIPS"

Just as reading, writing and arithmetic are important tools learned in school, safety is an important tool to be learned around the home. This is even more important around the farm where someone's place of work is also their home. So, **Alberta Agriculture and 790 CFCW** have teamed together to bring you **"Farm Safety Tips"**.

"Farm Safety Tips" is a contest we will be running during our **Alberta at Noon** program with **Agri-Services Editor Catlynn Reesor**. We are asking grade 5 & 6 students from around north-central Alberta to mail in their **"Farm Safety Tips"**.

The winning entry will receive four tickets in the **CFCW Luxury Suite to an Edmonton Oilers hockey game**, as well as farm safety T-shirts for the winner's entire class.

To enter, just get your students to mail us a letter explaining their **"Farm Safety Tips"**. The letters have to be in by October 9th, the winner will be announced on October 16th. Mail your letter to, 4752-99 Street, Edmonton, Ab., T6E 5H5.

Remember a **"Safe Farm is a Great Place to Grow"**.

For information, please call.

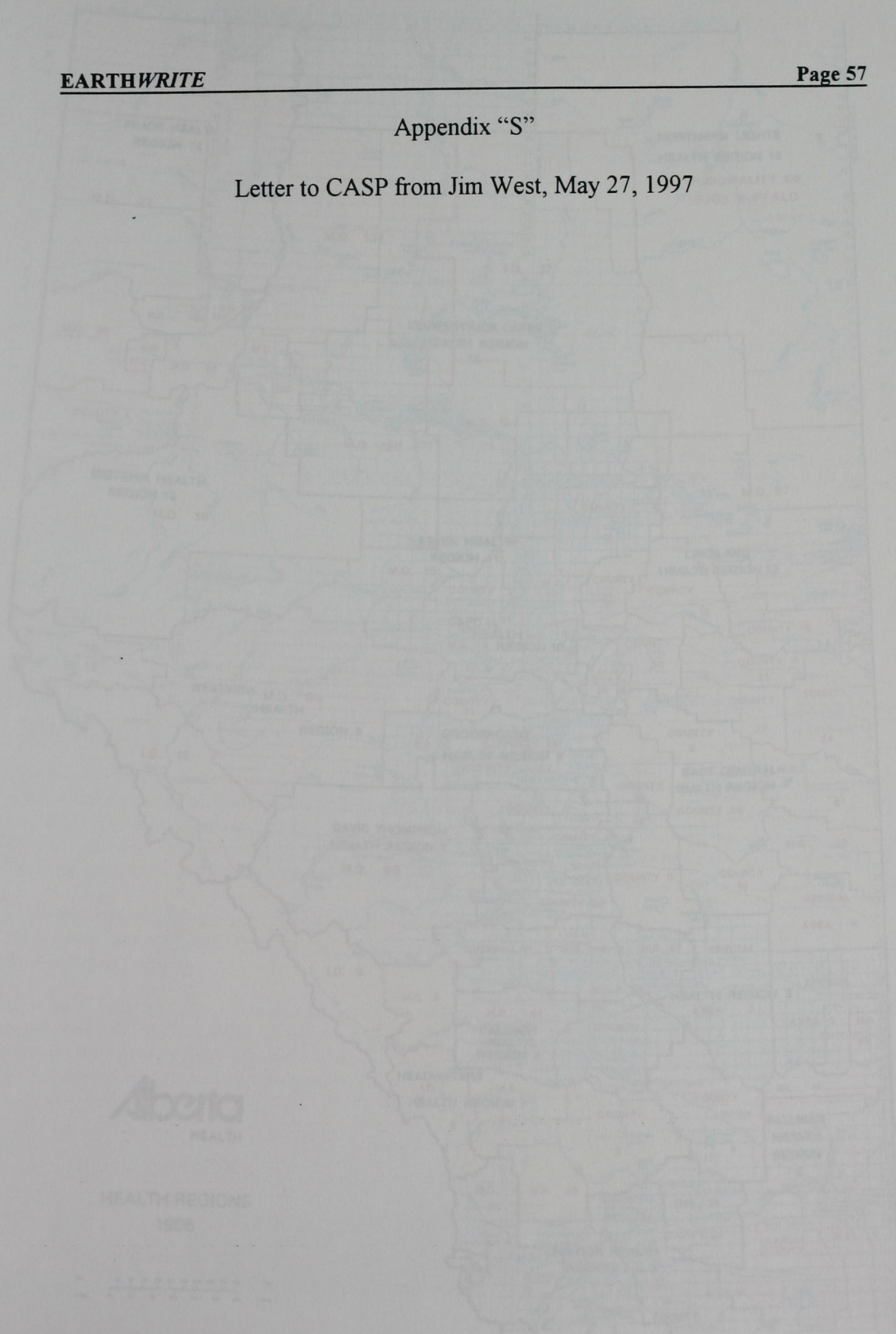
Catlynn Reesor
CFCW Agri-Services Editor
Ph: 437-9227
Fax: 438-6397

Appendix "R"

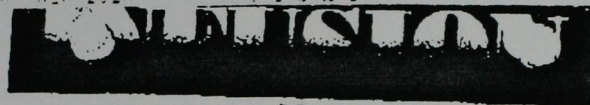
Map of Alberta's Health Regions

Appendix "S"

Letter to CASP from Jim West, May 27, 1997







PA-AB-122-05-12-97

RECEIVED

Expert + Rel

Mar 21, 1997

Canadian Agriculture Safety Program
420 University Ave.,
Charlottetown, PEI C1A 7Z5

MAR 21 1997

CASPAA

Attention: Logrid Marleed

1. This is a well laid out Media campaign and costs appear to be in line for the coverage indicated.

Concerns:

1. Television commercials are only going to draw a small percentage of the target market, their e.g. used TV's, NYPD 33.3% viewing audience. Let's assume 1/3 pay attention to the commercial. We are reaching only 11% of the farm market. Granted repeating messages will increase this percentage. However, unless it's a direct repeat, e.g. Tractor Safety, the percentage will remain low for the entire campaign.
2. Children's program. Why is it geared to one age and one grade. It should be laid out to appeal to children ages 5-10. It appears the children's portion is a small restricted program. However, I do agree with the video and feel it has merit. I feel the classroom project will only involve a small group of children working on a given project. The judging while interesting will not give the majority of children total exposure to a safety program. If the school runs a contest sponsored using community funds it makes sense, but CASP money should serve everyone not one classroom or school.

Suggestions:

*Call some way, could
Call also str + get tip sheet +
sticker*

*tips sheets + stickers
@ Ag Expo.*

This program if launched will need support materials. We feel people need visual reminders, radio and TV alone will not accomplish the long lasting impact this program is designed for. Make hand out material available with tips and information on it for everyone. Make the individual feel involved e.g. compliment the TV and radio spots with safety posters to place in the work area - develop a simple sheet/or card of safety tips. These should also be available to all teachers and students for use in the classroom.

As for the children's programs, we think its important that children take things home for family discussion. They should have material to complete and hang in their rooms. All children love exciting projects, these are the things they remember.

Since the launch date is approaching quickly why have they not stated the theme for this program. E.g. "Safety begins with you." It's important to remember this: "We are bombarded with commercials and tune out approximately 80% of them. However, the truly successful programs, product, etc. are remembered for their catch phrase or identifying logo or characters."

Sincerely,

Jim West
Jim West

*Boyle
780-468-
6691*



Video:

Appendix "T"

1. Target Audience

Questionnaire Administered to Surrogate Audience

a. What age of audience is this material most suited for?
Who should view this material?

b. Language Style

Is the terminology appropriate for the message	1. Yes	2. No
Should the message be	1. Longer	2. Shorter
Have correct examples been used?	1. Yes	2. No

c. Narration

What, in your opinion, is the tone of the narration?		
Does the narration match the message?	1. Yes	2. No
Does the narration mesh with the dialogue?	1. Yes	2. No

2. Persuasive Techniques

Is the message positive and upbeat?	1. Yes	2. No
Are the role models positive?	1. Yes	2. No
Is there the appearance of peer pressure?	1. Yes	2. No
Does this message have "fear appeal"?	1. Yes	2. No
Who are the authority figures?		
Does the message persuade the viewer to possible action?	1. Yes	2. No

3. Distinguishing Qualities

Is the presentation unique	1. Yes	2. No
Is the presentation innovative	1. Yes	2. No
What, in your opinion, is the format or style?		

4. Production Qualities

Is the material professional in appearance	1. Yes	2. No
Is the material attractive	1. Yes	2. No
Is the material well-written	1. Yes	2. No
What production changes would you consider if you were to produce a similar product?		

Farm Safety Project
Media Evaluation

Video:

1. Target Audience

- a. What age of audience is this material best suited for?: _____
Who should view this material? _____
- b. Language Style:
- | | | |
|--|-----------|------------|
| Is the terminology appropriate for the message | 1. Yes | 2. No |
| Should the message be | 1. Longer | 2. Shorter |
| Have correct examples been used? | 1. Yes | 2. No |
- c. Narration:
- What, in your opinion, is the tone of the narration? _____
- | | | |
|--|--------|-------|
| Does the narration match the message? | 1. Yes | 2. No |
| Does the narration mesh with the dialogue? | 1. Yes | 2. No |

2. Persuasive Techniques

- | | | |
|--|--------|-------|
| Is the message positive and upbeat? | 1. Yes | 2. No |
| Are the role models positive? | 1. Yes | 2. No |
| Is there the appearance of peer pressure | 1. Yes | 2. No |
| Does this message have "fear appeal" | 1. Yes | 2. No |
| Who are the authority figures? | _____ | _____ |
| Does the message persuade the viewer to possible action? | 1. Yes | 2. No |

3. Distinguishing Qualities

- | | | |
|--|--------|-------|
| Is the presentation unique | 1. Yes | 2. No |
| Is the presentation innovative | 1. Yes | 2. No |
| What, in your opinion, is the format or style? | _____ | _____ |

4. Production Qualities

- | | | |
|--|--------|-------|
| Is the material professional in appearance | 1. Yes | 2. No |
| Is the material attractive | 1. Yes | 2. No |
| Is the material well-written | 1. Yes | 2. No |
| What production changes would you consider if you were to produce a similar product? | _____ | _____ |

5. Content

- | | | |
|---|--------|-------|
| Is the message clear? | 1. Yes | 2. No |
| Is the message accurate? | 1. Yes | 2. No |
| Is the message appealing? | 1. Yes | 2. No |
| Is the message stimulating? | 1. Yes | 2. No |
| Does the message provide new knowledge? | 1. Yes | 2. No |
| Does the message perpetuate myths? | 1. Yes | 2. No |

Please Explain.

-
-
- | | | |
|---|--------|-------|
| Does this message perpetuate stereotypes? | 1. Yes | 2. No |
|---|--------|-------|
- Please Explain
-
-
-

- | | | |
|-----------------------------|--------|-------|
| Is the message balanced? | 1. Yes | 2. No |
| Is the message credible? | 1. Yes | 2. No |
| Is the message judgemental? | 1. Yes | 2. No |
| Is the message biased? | 1. Yes | 2. No |

If YES, what is the bias that appears?

6. Elicit Action

- | | | |
|---|--------|-------|
| Does the message clearly indicate desired behaviour | 1. Yes | 2. No |
|---|--------|-------|
- If NO, please explain.
-
-
-

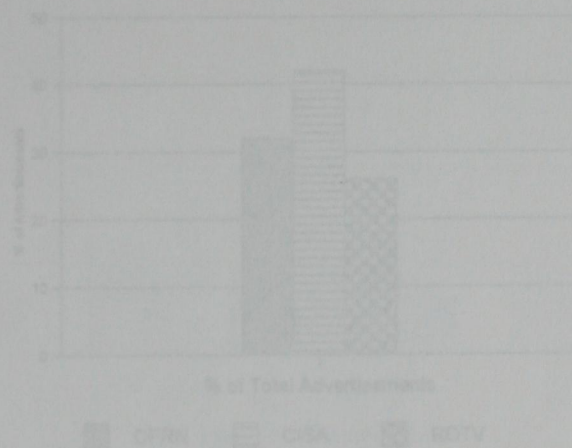
-
-
- | | | |
|---|--------|-------|
| Does the message indicate that certain skills are required? | 1. Yes | 2. No |
|---|--------|-------|
-
-
-

What is the desired behaviour the message is promoting?

THANK YOU FOR YOUR TIME AND YOUR HELP

Figures

Figure 1: Percentage of Advertisements by Media Outlet



Source: Original Data, N=156

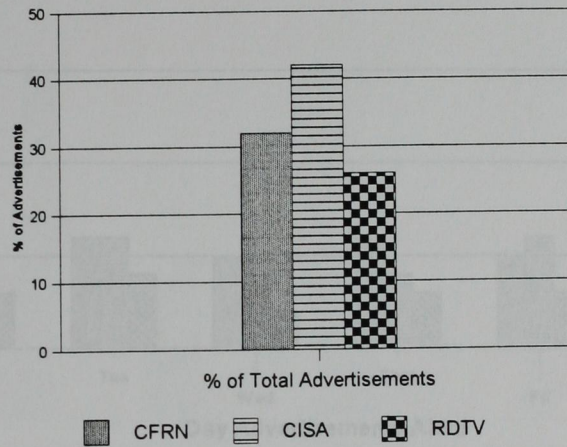
Figure 2: Percentage of Advertisements by Month Aired for CFRN, CISA and RDTV



Source: Original Data, N=734

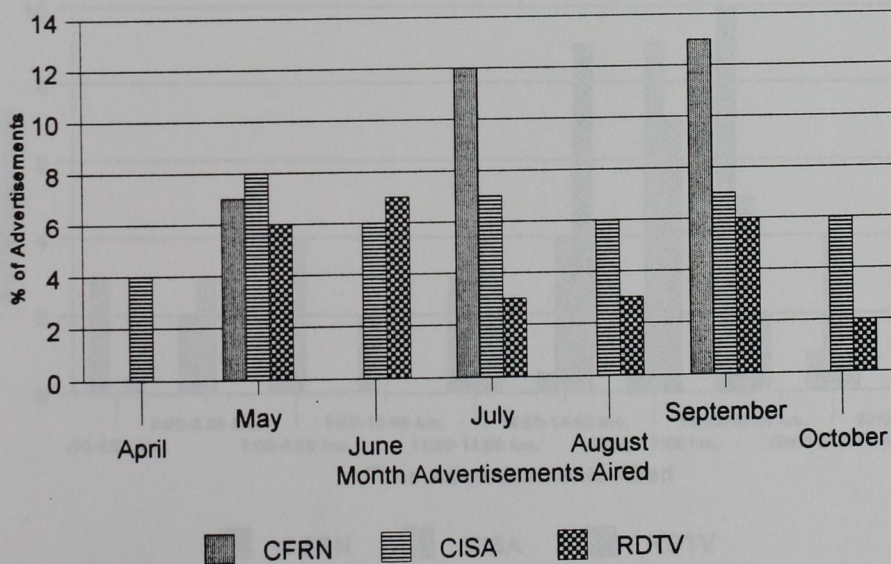
Figure 3: Percentage of Advertisements by Day Aired for CFRN, CISA and RDTV

Figure 1: Percentage of Advertisements by Media Outlet



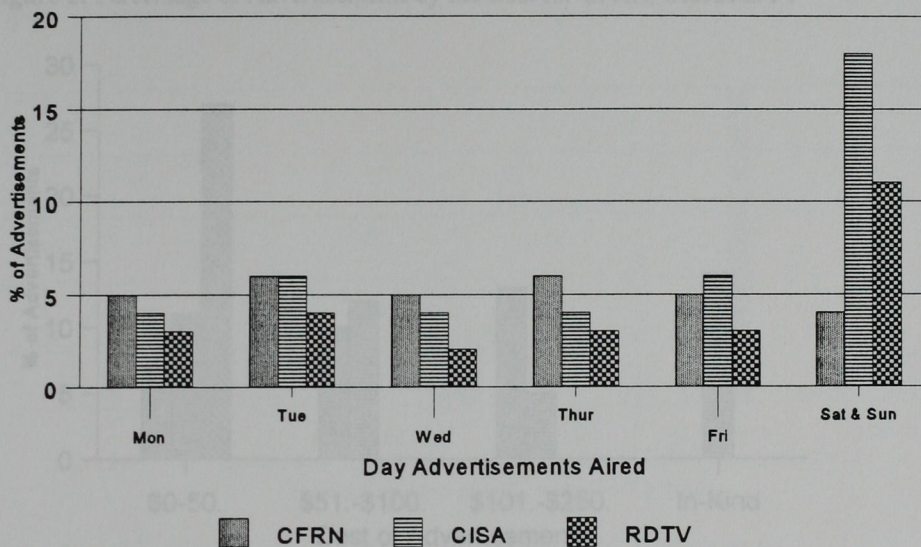
Source: Original Data; N=756

Figure 2: Percentage of Advertisements by Month Aired for CFRN, CISA and RDTV



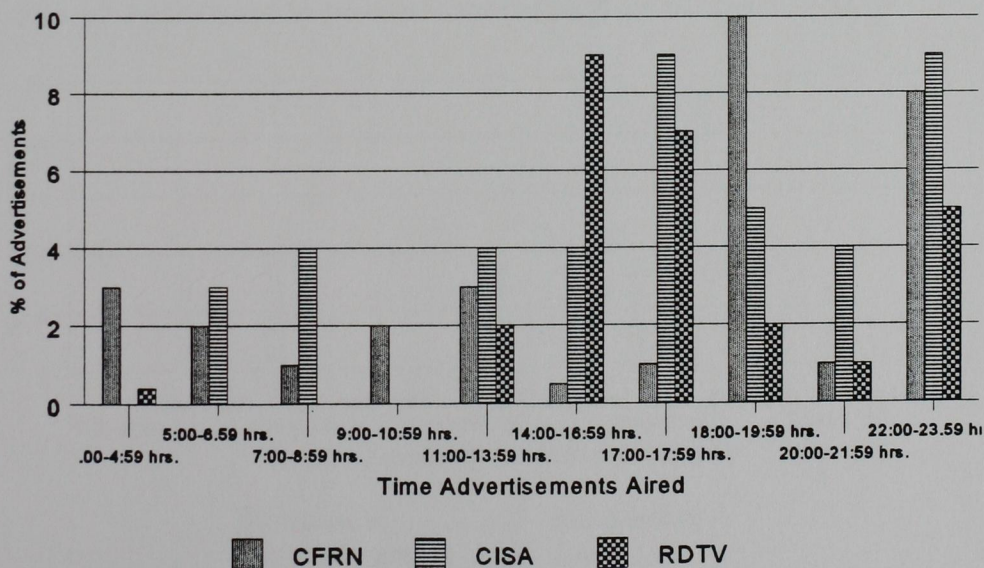
Source: Original Data; N=756

Figure 3: Percentage of Advertisements by Day Aired for CFRN, CISA and RDTV

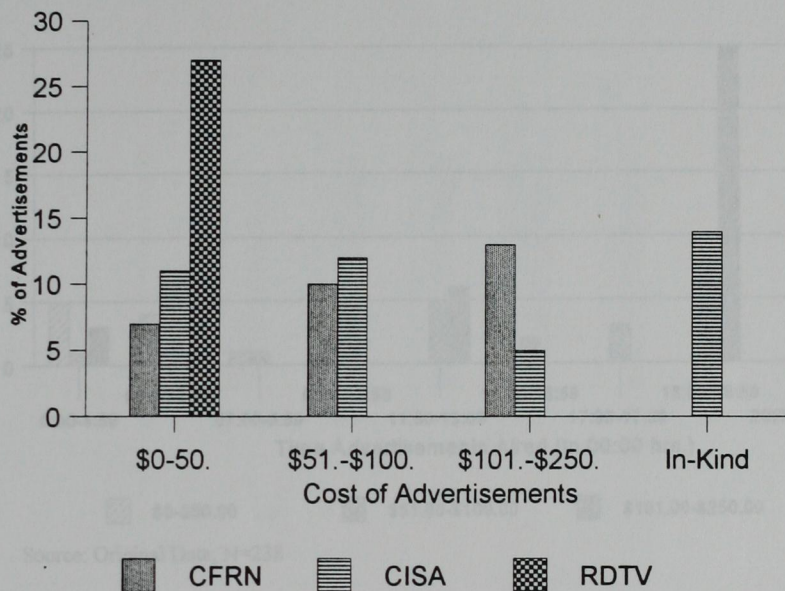


Source: Original Data; N=756

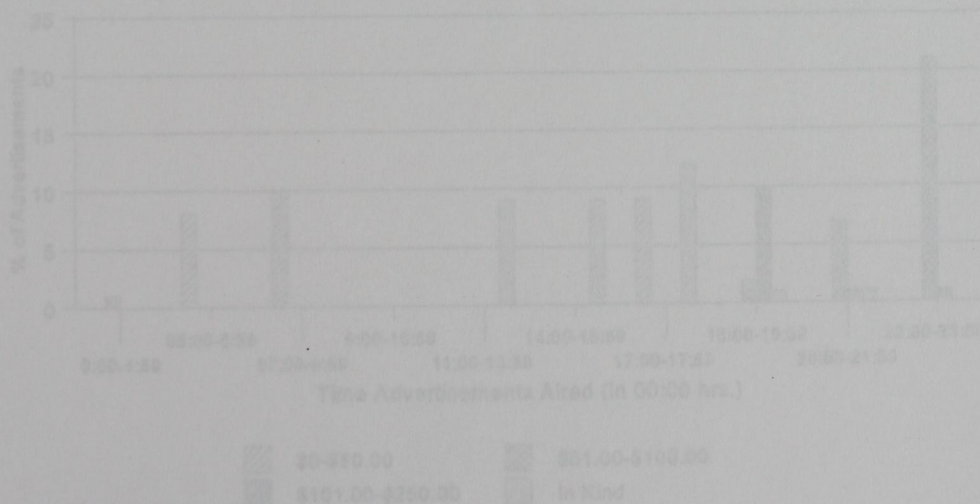
Figure 4: Percentage of Advertisements Aired by Air Time for CFRN, CISA and RDTV



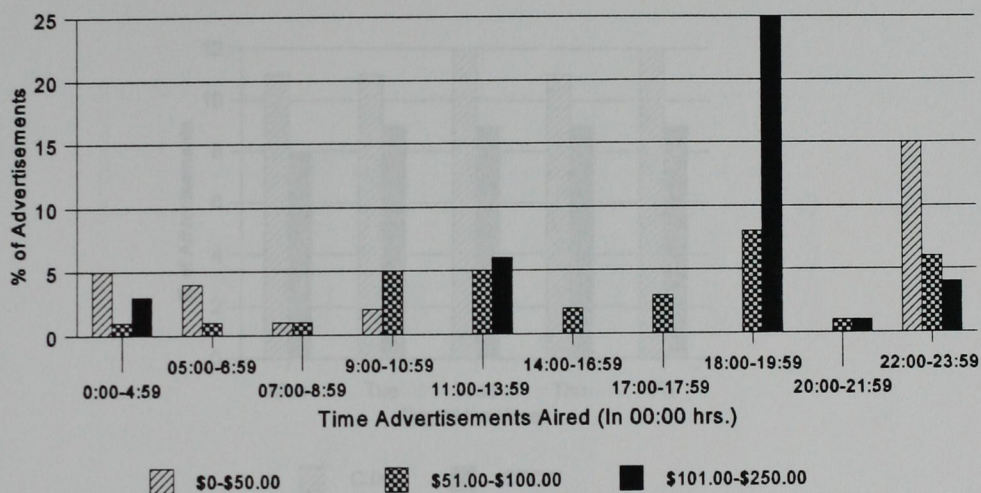
Source: Original Data; N=756

Figure 5: Percentage of Advertisements by the Cost for CFRN, CISA/RDTV

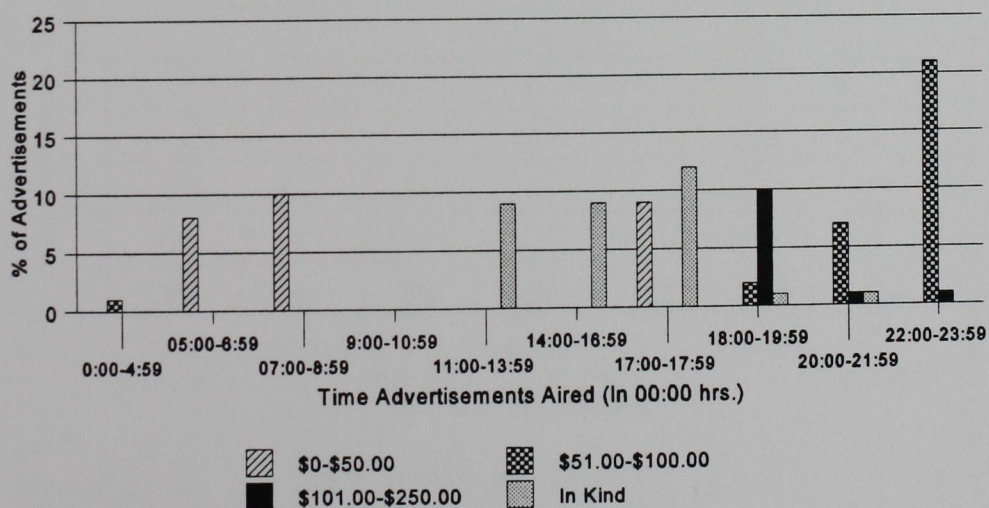
Source: Original Data; N=756

Figure 7: Percentage of Advertisements Aired by the Time and Cost for CISA

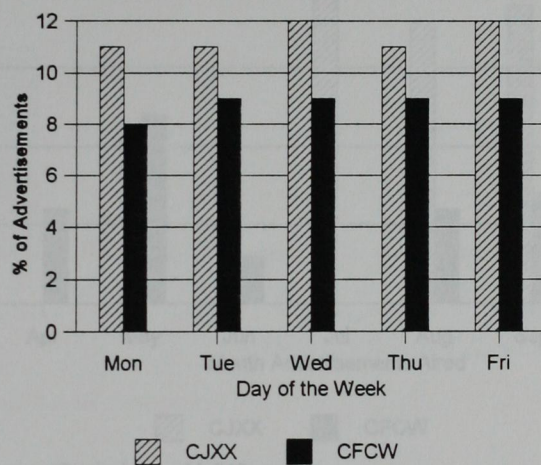
Source: Original Data; N=118

Figure 6: Percentage of Advertisements Aired by Time and Cost for CFRN

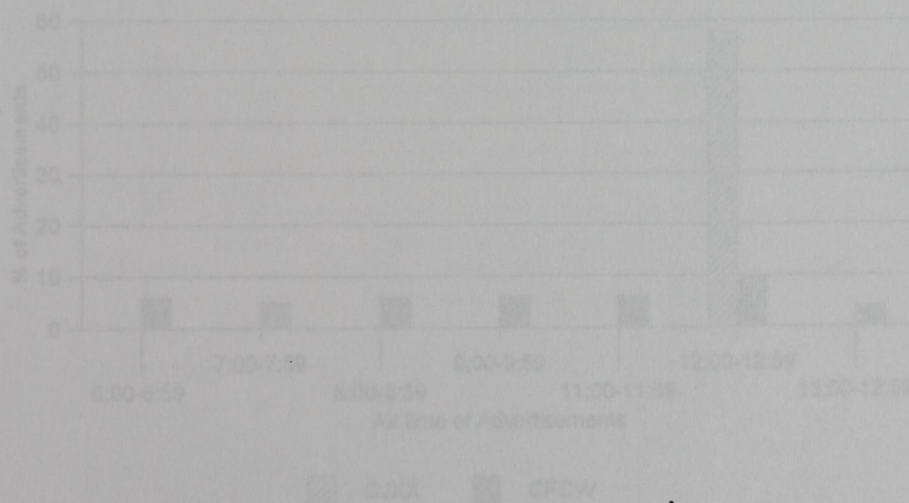
Source: Original Data; N=238

Figure 7: Percentage of Advertisements Aired by the Timed and Cost for CISA

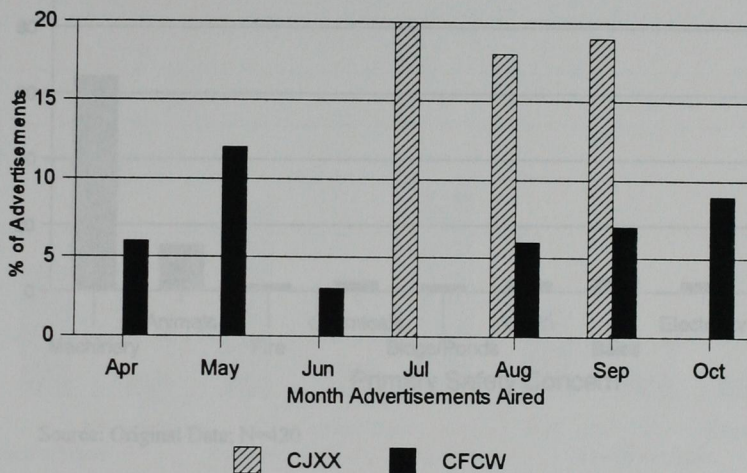
Source: Original Data; N=318

Figure 8: Percentage of Advertisements by Day Aired For CJXX and CFCW

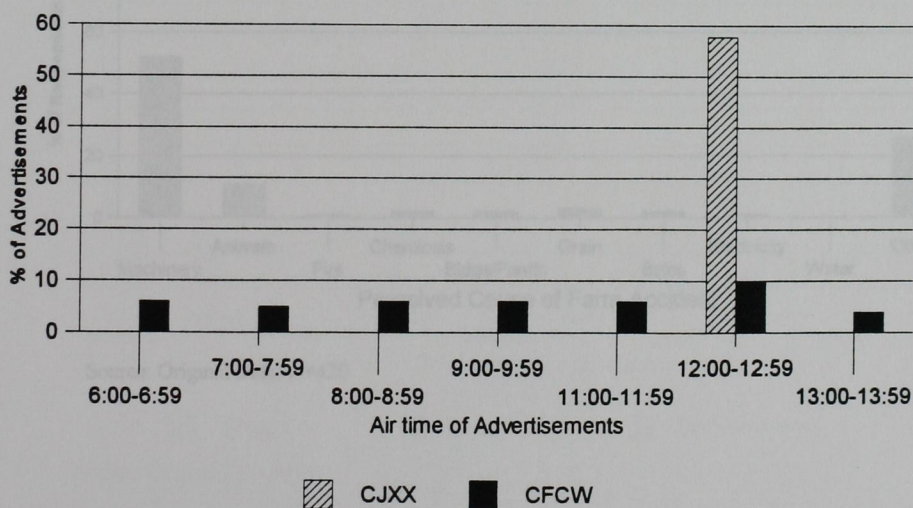
Source: Original Data; N=343

Figure 10: Percentage of Advertisements Aired by Air Time For CJXX and CFCW

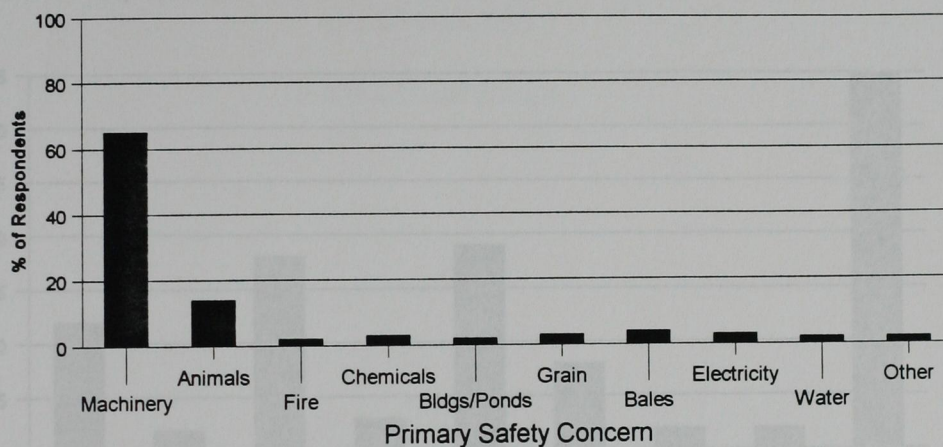
Source: Original Data; N=343

Figure 9: Percentage of Advertisements by Month Aired for CJXX and CFCW

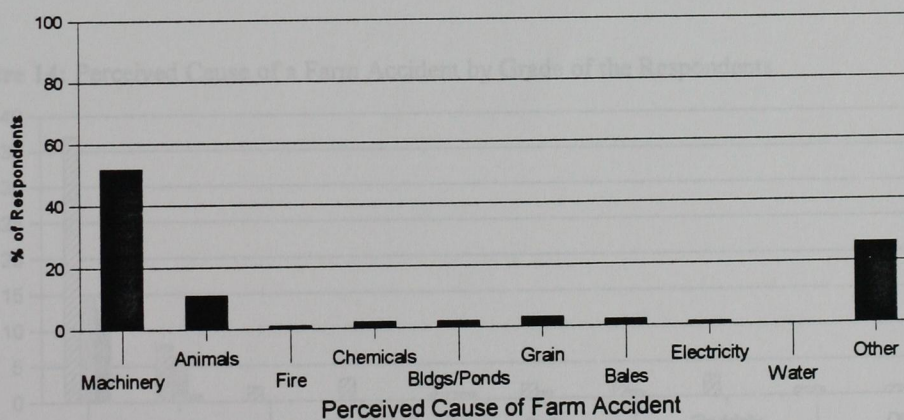
Source: Original Data; N=343

Figure 10: Percentage of Advertisements Aired by Air Time for CJXX and CFCW

Source: Original Data; N=343

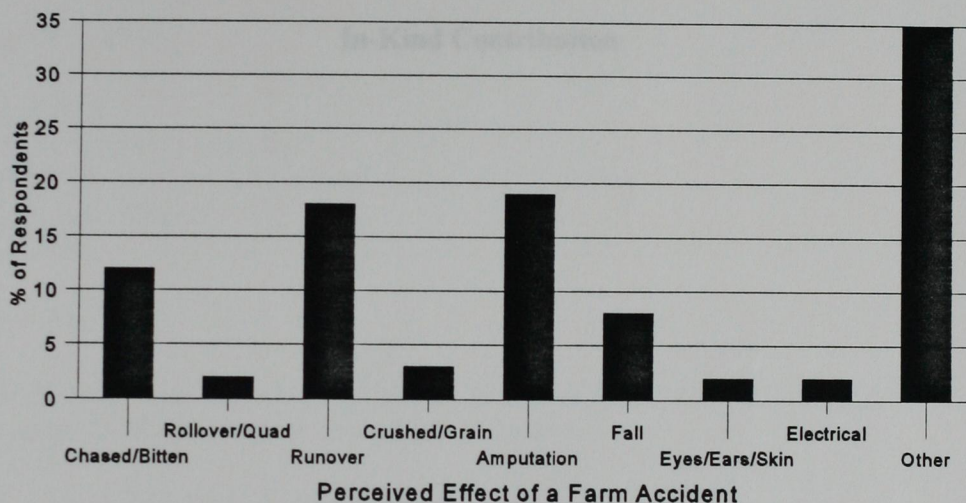
Figure 11: Primary Safety Concern of Respondents

Source: Original Data; N=420

Figure 12: Respondents Perceived Cause of Farm Accidents

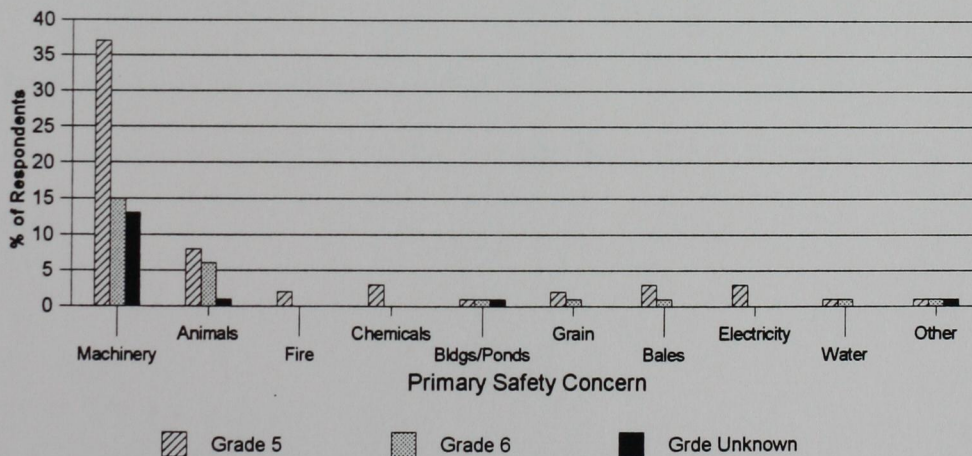
Source: Original Data; N=420

Figure 13: Respondents Perceived Generic Effect of a Farm Accident



Source: Original Data; N=420

Figure 14: Perceived Cause of a Farm Accident by Grade of the Respondents



Source: Original Data; N=420

APPENDIX "B"

In-Kind Contribution

August 3, 1999

Mac Deans
Alberta Women's Institute
Suite 220, 10403 - 172 Street
Edmonton, Alberta
T5S 1K9

Dear Mac:


The 1999 in-kind contribution to the CWI's National Safety Program through CASP was broken down as follows:

- 1) 135 Firms Safety Tour
Value: \$12,100.00 in donations
- 2) On-air contest
Value: \$2,000.00 representing the on-air and written
- 3) Grand Prize: 4 tickets to the 1999 World Hockey game
from the Royal Bank
Value: \$8,500.00

Our total in-kind contribution is \$22,600.00.

If you need more information or have any questions please call me anytime.

Sincerely,
Tina LPCW


Tina LPCW, C.R.J.C.

August 5, 1999

Mae Deans
Alberta Women's Institute
Suite 220, 10403 - 172 Street
Edmonton, Alberta
T5S 1K9

Dear Mae:

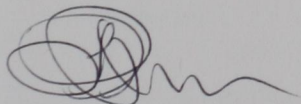
The 1999 in kind contribution by CFCW to the Alberta Farm Safety Program through CASP was broken down in three parts:

- 1) 135 Farm Safety Tips
Value: \$12,150.00 in airtime
- 2) On-air contest
Value: \$2,000.00 coordinating the contest and airtime
- 3) Grand Prize - 4 tickets to see an Edmonton Oiler hockey game from the luxury suite.
Value: \$800.00

Our total in kind contribution was \$14,950.00.

If you need more information or have any questions please call me anytime.

Sincerely
790 CFCW



Leo Pilon, C.R.M.



C I S A
TELEVISION
southern Alberta

1401 • 28 Street North
Lethbridge, AB T1H 6H9

telephone
403 • 327 • 1521

facsimile
403 • 320 • 2620

website
www.cisatv.com

Alberta Women's Institute
Mae Deans
#220 – 10403 – 1072 St.
Edmonton, Alberta T5S 1K9

August 17, 1999

Dear Mae;

As per our conversation of August 10, 1999, given our limited records after Rene's departure, this was the information I was able to glean from our records. I know we treated the project as an honorarium, therefore, every dollar spent on the project regarding airtime would have been matched or better by CISA. It is difficult to calculate the hundreds of hours spent on brainstorming, focus groups, and selling of sponsorships, etc.. Taking a rough estimate of people's time and airtime included, I estimate the contribution of CISA to be a minimum of \$50,000.

Mae, I hope this is what you are looking for. I very much thank you for all of the support you have shown for this project and hope we can work together in the future. If you need anything further please give me a call.

Yours truly,

Debra Adourian
President & General Manager
LA Media Link





Larry Severin
18520- Stony Plain Road
Edmonton, Alberta, T5J 1A8
Phone: (780)-486-9207, Fax: (780)-486-4217

MEMO FROM LARRY SEVERIN'S DESK

Date: August 17, 1999

To: Mae Deans

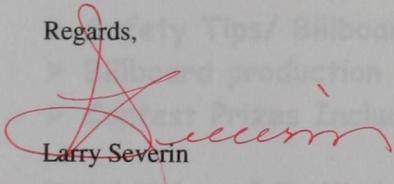
Subject: Alberta Agriculture Recap 1998

Mae please find attached the information that we spoke about regarding the project we executed for Alberta Agriculture "Safe Farm Project".

Thank you for the information on the Women of Unifarm, I have placed a call to Shirley Dyck and will follow up on that lead.

If you have any questions please give me a call.

Regards,


Larry Severin



HEAD OFFICE:

Suite 225, 10403 - 172 Street
Edmonton, Alberta
T5G 1K9

Phone & Fax: (780) 458-5282

Alberta Agriculture- 1998 Campaign

Summary and Cost Break Down:

- Total dollars supplied by Alberta Agriculture: \$18,500.00

AirTime purchased by Month:

- May : \$ 5000.00
- July: \$4500.00
- Sept: \$9000.00

Total : \$18,500.00

Third Party "In Kind" Value With Albert's Contest

- Total air time cost: \$7,500.00
- Commercial Production: \$4,200.00
- Safety Tips/ Billboard Exposure: \$13,275.00
- Billboard production Cost: \$750.00
- Contest Prizes Including Food/Beverage: \$451.00

Total Value of In Kind Provided: \$26,176.00

Alberta Women's Institutes



HEAD OFFICE:

Suite 220, 10403 - 172 Street
Edmonton, Alberta
T5S 1K9

Phone & Fax: (403) 488-5282

August 17, 1999

Project Manager
CASP Project
Alberta Agriculture Food and Rural Development
#201 - 7000 - 113 Street
Edmonton, Alberta T6H 5T6

Dear Sirs:

Re: CASP Project #PA-AB 170-12-23-97

This letter is to inform you of the in-kind contribution that our organization has made to the above-mentioned project.

The Alberta Women's Institutes has been the fund holder on the above noted project for the period April 1, 1998 to March 31, 1999. The in-kind contribution is as follows:

Accounting support	\$1,000.00
Telephone calls (local and long distance),	
Photocopying, postage, delivery charges.	500.00
Office space for meetings	250.00
Clerical support as necessary	<u>250.00</u>
Total in-kind contribution	<u>\$2,000.00</u>

We hope you will find this in order, however should you have any questions, please give us a call.

Sincerely,

Mae Deans
Executive Director

AWI

From: <reg.kontz@agric.gov.ab.ca>
To: AWI <altawi@telusplanet.net>
Sent: Friday, September 03, 1999 9:06 AM
Subject: Alberta Agriculture, Food and Rural Development In-kind Contribution to CASP Project #PA-AB-170-12-23-97

Please be advised that the in-kind contribution by Alberta Agriculture, Food and Rural Development to the above noted CASP project was \$8,500.

This consisted of the contribution of goods and services for the day to day management of the project.

Yours sincerely,

Reg

Reg Kontz, Head

Agricultural Education and Community Services Branch

Alberta Agriculture, Food and Rural Development

9/3/99

APPENDIX "C"

Financial Information

Date	Description	Amount	Balance
May 23/98	Received from CASP	\$2,000.00	
Aug 11/98	CRA		2,000.00
Aug 11/98	CRA		1,975.00
Aug 11/98	CRA		1,950.00
Aug 11/98	CRA		1,925.00
Aug 11/98	CRA		1,900.00
Aug 11/98	CRA		1,875.00
Aug 11/98	CRA		1,850.00
Aug 11/98	CRA		1,825.00
Aug 11/98	CRA		1,800.00
Aug 11/98	CRA		1,775.00
Aug 11/98	CRA		1,750.00
Aug 11/98	CRA		1,725.00
Aug 11/98	CRA		1,700.00
Aug 11/98	CRA		1,675.00
Aug 11/98	CRA		1,650.00
Aug 11/98	CRA		1,625.00
Aug 11/98	CRA		1,600.00
Aug 11/98	CRA		1,575.00
Aug 11/98	CRA		1,550.00
Aug 11/98	CRA		1,525.00
Aug 11/98	CRA		1,500.00
Aug 11/98	CRA		1,475.00
Aug 11/98	CRA		1,450.00
Aug 11/98	CRA		1,425.00
Aug 11/98	CRA		1,400.00
Aug 11/98	CRA		1,375.00
Aug 11/98	CRA		1,350.00
Aug 11/98	CRA		1,325.00
Aug 11/98	CRA		1,300.00
Aug 11/98	CRA		1,275.00
Aug 11/98	CRA		1,250.00
Aug 11/98	CRA		1,225.00
Aug 11/98	CRA		1,200.00
Aug 11/98	CRA		1,175.00
Aug 11/98	CRA		1,150.00
Aug 11/98	CRA		1,125.00
Aug 11/98	CRA		1,100.00
Aug 11/98	CRA		1,075.00
Aug 11/98	CRA		1,050.00
Aug 11/98	CRA		1,025.00
Aug 11/98	CRA		1,000.00
Aug 11/98	CRA		975.00
Aug 11/98	CRA		950.00
Aug 11/98	CRA		925.00
Aug 11/98	CRA		900.00
Aug 11/98	CRA		875.00
Aug 11/98	CRA		850.00
Aug 11/98	CRA		825.00
Aug 11/98	CRA		800.00
Aug 11/98	CRA		775.00
Aug 11/98	CRA		750.00
Aug 11/98	CRA		725.00
Aug 11/98	CRA		700.00
Aug 11/98	CRA		675.00
Aug 11/98	CRA		650.00
Aug 11/98	CRA		625.00
Aug 11/98	CRA		600.00
Aug 11/98	CRA		575.00
Aug 11/98	CRA		550.00
Aug 11/98	CRA		525.00
Aug 11/98	CRA		500.00
Aug 11/98	CRA		475.00
Aug 11/98	CRA		450.00
Aug 11/98	CRA		425.00
Aug 11/98	CRA		400.00
Aug 11/98	CRA		375.00
Aug 11/98	CRA		350.00
Aug 11/98	CRA		325.00
Aug 11/98	CRA		300.00
Aug 11/98	CRA		275.00
Aug 11/98	CRA		250.00
Aug 11/98	CRA		225.00
Aug 11/98	CRA		200.00
Aug 11/98	CRA		175.00
Aug 11/98	CRA		150.00
Aug 11/98	CRA		125.00
Aug 11/98	CRA		100.00
Aug 11/98	CRA		75.00
Aug 11/98	CRA		50.00
Aug 11/98	CRA		25.00
Aug 11/98	CRA		0.00

Alberta Women's Institutes
Statement of Funds Received and Disbursed
CASP Contribution Only
for the CASP Project #PA-AB-170-12-123-97

Project Manager: Alberta Agriculture Food and Rural Development
Fund Holder: Alberta Women's Institutes

<u>Date</u>	<u>Description</u>	<u>Funds Received</u>	<u>Funds Disbursed</u>
May 28/99	Received from CASP	\$48,370.50	
Aug 11/98	CJXX		\$ 800.00
Aug 11/98	CISA		2,972.00
Aug 11/98	CFCW		6,700.00
Aug 11/98	CFRN		5,000.00
Aug 31/98	RDTV		2,568.00
Sep 23/98	CJXX		800.00
Sep 23/98	CISA		3,372.00
Sep 24/98	CFRN		8,000.00
Dec 03/98	CJXX		1,600.00
Dec 03/98	RDTV		4,000.00
Dec 03/98	CCW		5,500.00
Dec 03/98	CFRN		8,999.00
Dec 17/98	CISA		5,349.00
Dec 12/98	Received from CASP	16,123.00	
Feb 25/99	RDTV		3,500.00
Mar 02/99	CFCW		2,000.00
Apr 20/99	CJXX		800.00
Apr 20/99	CISA		1,691.00
Apr 29/99	CISA		1,616.00
May 17/99	CFCW		1,765.00
May 17/99	CISA		3,797.00
May 20/99	Received from CASP	14,124.00	
Jul 13/99	CJXX		3,200.00
Aug 31/99	Alta Women's Institutes		4,588.50
		<u>\$78,617.50</u>	<u>\$78,617.50</u>